

ADVANCE COPY.

(Rough Proof Only.)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXI.

NEW YORK, OCTOBER 2, 1907.

NO. 1.

Is It the Dealer You Want?

Straight advertising—unbending, unyielding “demand creation”—is obsolete if measured by sales per dollar of expense.

Later our “*now*” ideas will be copied and worked to death.

As yet they are new. Never have failed so far.

We can get you the *best* dealer in each town as your exclusive agent or we can get you general representation among dealers.

But the plans are entirely distinct—separate.

CONVERSE D. MARSH,

Chairman Executive Committee,

THE BATES ADVERTISING COMPANY,

15 Spruce St., New York.

A New Dress for THE WOMAN'S MAGAZINE

During the Summer months, while publication was suspended, we had a chance to do some tall thinking. THE WOMAN'S MAGAZINE had long been the acknowledged leader as an advertising medium for reaching the homes, and the women in those homes, in the smaller towns and rural districts. Here was the opportunity to carry out our long-cherished desire to improve the paper from every standpoint so that it would stand even more closely to the hearts of its readers and supporters. The upshot of the whole matter was that plans were laid, and are now being carried out, for marked improvements in the dress and contents of THE WOMAN'S MAGAZINE, commencing with the November issue.

Hereafter our covers will be printed in handsome colors on the big new color presses that have been built for us by the Goss Printing Press Co., of Chicago, and which we expect to install within a few days. This is only one of the many steps that have been taken towards making THE WOMAN'S MAGAZINE a bigger and better publication than before. Our Editorial Department has been authorized to spare no expense in the creation of illustrations and high-class literary contents that will be in keeping with the handsome covers. November issue will be a splendid one, and each succeeding issue will show additional improvements. Every dollar expended in the improvement of THE WOMAN'S MAGAZINE is bound to enhance its advertising value. Advertisers who have hitherto employed mediums which circulate almost entirely in the big cities, have been gradually awakening to the fact that THE WOMAN'S MAGAZINE occupies an unique position in a virgin field that they can cultivate to good advantage, and, after having gradually educated its readers to a better form of publication, we believe that the important undertaking now under way will prove a welcome innovation. We have always catered solely to the "Great 70%" that live outside of the big cities, and are not boasting when we say that our organization here not only knows what these people want, but is better equipped to give them what they want and to secure their subscriptions without the use of premiums, or any other inducement, than any other institution in the world. Through square dealings with its subscribers, as well as its advertisers, THE WOMAN'S MAGAZINE enjoys the confidence of those on whom it depends to probably a greater degree than any other publication that might be mentioned, as has been demonstrated time and again. Those who are acquainted with the situation know that no more remarkable demonstration of public confidence has ever been given than that shown in the case of THE WOMAN'S MAGAZINE. The October issue will start on its way this week into

1,000,000 American Homes

and it is safe to say that no publication will receive a closer reading.

If you did not get copy to us in time for October, it would be well to arrange now for representation in the big November issue—the first one in colors—which will be a "hummer" from every angle.

November Forms Close October 5th to 10th

The new advertising rate is \$4 a line for a circulation **proven** to exceed 1,000,000 copies. For copy of October issue, complete rate cards and further particulars, address

Advertising Department

THE WOMAN'S MAGAZINE

University City, St. Louis, Mo.

CHICAGO OFFICE

1700 First National Bank Building

NEW YORK OFFICE

1703 Flatiron Building

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LXI.

NEW YORK, OCTOBER 2, 1907.

No. 1.

A SUCCESSFUL WINDOW CAMPAIGN.

BACKED BY NEWSPAPER ADVERTISING OF THE BETTER SORT, TRULY WARNER HAS USED DECORATIVE WINDOW AND STORE DESIGNS TO BUILD UP A LARGE TRADE IN MEN'S HATS.

A typical example of a decorative campaign that is unique in design and execution and highly successful as to results is the work of Truly Warner, the famous \$2 hat man. Mr. Warner, who was a clerk in Brill Brothers six years ago, now owns sixteen handsome stores in three cities and is moving on to cover other fields.

He attributes his success wholly to novel methods of window and store display supplemented, of course, latterly, by newspaper copy that had some force to it. But the spaces used in three or four daily newspapers have always been small and have been a mere feeder to the main plan. Mr. Warner has taken that staple and uninteresting article a man's hat, a thing in itself very difficult to say anything new about or attract attention to, and built up the largest single retail hat business in the country wholly by new and daring methods. And the point is, that following his campaign throughout it is quite believable that the same methods would have sold equally well almost any other article under the sun. This is what makes of Truly Warner a real genius in advertising. To conceive the idea of selling men's hats at \$2, and to produce an infinite variety of styles at that price, was not diffi-

cult. Others had done it before and were making more or less of a success at it, because the price is in itself an attraction to the masses. But to take that \$2 hat and sell more than any one else was selling was the task that Truly Warner set himself. A PRINTERS' INK reporter talked the other day with Carl Kaufman of the Kaufman Advertising Company, at 377 Broadway, who has personally prepared copy for the Warner stores for several years.

"Mr. Warner's basic idea," said Mr. Kaufman, "when he began his \$2 hat campaign just six years ago this fall, in his first store at 813 Broadway, was that he must originate something absolutely unique to get the public into his store, simply because he had no money to spend for ordinary advertising. He could not afford the newspapers, so he turned his thoughts another way and conceived the startling idea of getting up a window display that the passer-by simply could not ignore. Another reason that demanded something original outside of the regular channels of publicity and that should cost little, was the smallness of the margin on his hats at two dollars.

"To succeed he realized from the start that he had to give an extra value, which left the profit small. Thus he neither had money to advertise with in the usual way nor was his business likely to produce it, at least for a long time. Hence the remarkable campaign founded chiefly on the decorative idea, which he at once inaugurated and which has made him famous among American advertisers.

"The business was built up until half a dozen stores were running and the trade was firmly established, wholly on window and store dressing. And even after some general newspaper advertising was begun about three years ago he worked harder on the window displays than ever. The proof of their absolute pulling power he noted from the very start in the fact that the customer had often decided on a hat before he entered the store.

"Fully imbued from the very first with the genius of advertising, Mr. Warner even changed his name to that end. He is probably the only man in the country who ever had a name reconstructed by act of legislature for a trademark and for advertising purposes. "Al" Warner, as he was known, was popular in the hat trade through his connection with Brill Brothers for several years before he opened his first store. There he fell into the habit of signing letters: 'Truly, Warner,' instead of the usual 'yours truly.' The peculiarity developed into a nickname among a few of his most intimate friends, and seeing the unusual and striking value of it in his business, from several points of view, he applied to the legislature and had it made his own. The name is absolutely unique, and once seen is unlikely to be forgotten. Another factor of value is that it inspires confidence from the very nature of it. Again it has the personal flavor, and smacks of the heart to heart ad-style.

"The bringing out of a new hat requires months of preparation. A style is conceived and sample after sample is made before the model is perfected. The factory is immediately put to work turning out the hats. In the meantime I am called upon to lay plans for the introduction. First the name. Second a special window display, and next a plan of advertising.

"The naming of a hat plays a mighty important part in its success with us. When a hat is named, there is an underlying

reason both from the shape, and style, as well as the possibilities of presenting it in a novel and convincing way. For instance, the 'Hereafter,' which was a wide departure from the prevailing soft hat styles, was so named because Mr. Warner saw in this hat the possibility of a prominent future style. 'Mr. Hawkins,' a typical English derby conception, was inspired by the popular song, 'Mr. Henry Hawkins,' being sung at that time through all the large cities of the country by Albert Chevalier, the English comedian.

The 'Larchmont,' a breezy soft hat shape, was introduced just about the time the Larchmont Club was having its annual races, and when the papers were full of news concerning this well-known club. The 'Willow' naturally suggested itself on account of the ease with which the brim could be bent into different effective and becoming shapes.

"The window displays of these hats, of course, carried out the meaning of the name in the best possible way. The display in connection with the Larchmont hat, was exploited by introducing water into the windows, and painting in the background a miniature of the Larchmont clubhouse. Upon the sails of small boats in the water, were painted the name of the hat, as well as the price and various catchy wording, that exploited its advantages and style features. This display was used in all the New

(Continued on page 6.)



Not very many moons ago a manufacturer started an advertising campaign on his product by using seventy lines space regularly in THE LADIES' HOME JOURNAL. The advertising paid.

Enter, an advertising agency which believed in splitting up the appropriation, our modest share being something like twenty-eight lines. The advertising no longer paid.

But with experience came wisdom, and the manufacturer switched practically his entire appropriation back to THE LADIES' HOME JOURNAL with larger space than before. There was also a new advertising agent.

The moral of this history is, that a man six feet high is stronger than two boys three feet high.

THE LADIES' HOME JOURNAL has six million readers.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

York stores. It continued about electric lights, which were hidden ten days, and by that time the hat from view by red ferns, flash- was thoroughly advertised and ing in and out at intervals, so pretty well sold up. Another that one moment the window was

"Mr. Hawkins"
Arrives Tuesday
Truly Warner

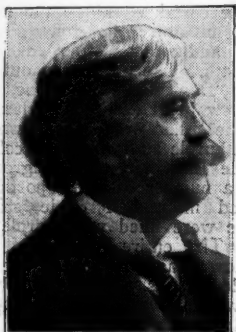
"Mr. Hawkins"
Receives To-morrow
Truly Warner

"Mr. Hawkins"
I'm A HAT FOR MEN **UP TO "SNUFF"** **\$ Two \$**
meet me at
the window of Truly Warner

very simple and effective display in total darkness and the next was used in the hat called 'Here- moment a blaze of light. after.' This entire window was "While our window displays trimmed with dark red cloth and are generally very novel they are

(Continued on page 8.)

ADVERTISERS INVITED TO CALL ON THE PIERCE PUBLICATIONS



*And Inspect Post-
Office Receipts,
White Paper Bills,
Subscription Lists
and other "Proofs
That Prove."*

The **PIERCE PUBLICATIONS** have no secrets from the advertiser. The 190,000 circulation of the three great **PIERCE WEEKLIES**, namely,

**THE IOWA HOMESTEAD, Des Moines, Iowa,
THE FARMER AND STOCKMAN, Kansas City, Mo.,
THE WISCONSIN FARMER, Madison, Wis.,**

constituting the most powerful local agricultural proposition in the world, covering the ten rich States of Iowa, Illinois, Nebraska, Wisconsin, Minnesota, North Dakota, South Dakota, Missouri, Kansas and Oklahoma, is as solid as Gibraltar at all times; and advertisers are cordially invited to call at our central offices in the Homestead Building, 301, 303 and 305 Locust Street, Des Moines, Iowa, and personally inspect the post office receipts for postage paid, the bills for white paper actually used in printing, our subscription lists, and other substantial proofs of the justice of our claim that the **PIERCE WEEKLIES** are the greatest single localized agricultural proposition in existence, having even more circulation than they advertise, and of the highest quality.

The **PIERCE WEEKLIES** have a flat combination rate of 60 cents a line, agate.

The **PIERCE PUBLICATIONS** are five in number—the three **PIERCE WEEKLIES** and two vigorous, growing monthlies—**The Homemaker** and **The Farm Gazette**, both of Des Moines, Iowa. The circulation of the entire group of five is 370,000; display space, \$1 per agate line.

THE PIERCE PUBLICATIONS

**Central Office, Homestead Building
DES MOINES, IOWA**

always practical, as we do not overlook our main idea—to always show the hats off to best advantage.

"We have a complete floor above one of the stores, where there are a number of dummy show windows. Here we make experimental displays, many of which are never seen by the public. When a display is perfected and selected it is photographed before being thrown down, so that our corp of window dressers here and in the other cities will be able to reproduce it and give the exact effect to the window. With this goes a color scheme as well as details regarding the amount of materials used, etc. The same displays are brought out in all the stores on the same day.

"Mr. Warner does not believe in keeping any one display in his windows any great length of time. His idea is to continually give the people something new. Although he might show one style hat a month, it is served up weekly with a different display.

"One of our best window displays was called the 'Autumn window,' which consisted of gold trees, gold leaves and gold curtains. There were card signs with black lettering. This was to accompany a general fall hat display. The 'daisy' window was also very effective. The entire floor was covered with daisies. The background consisted of branches of trees with daisies all over it. 'It's a daisy' was the name given this hat, which was a soft shape. The 'Just Brown' hat, was gotten up by decorating the window in the newest shades of brown. Signs were painted in these different shades. The black and white check window was very effective. The signs were printed black and white check on cardboard.

"The pebble window was a brick wall in the back with an old rustic fence. The bottom was filled with sea pebbles and grass. There were flower pots with bushes on which the hats were placed as though they were growing on the trees. Big signs

were printed reading 'Where styles grow.' There was also a sign, 'The Road to Yesterday,' 'To-day's Road Always Leads Here.'

"We also had a solid black window, introducing a new gray derby which was the first one brought out. In the background, on the curtains and on the floor were miniature skeletons, cross-bones and various other emblems of death. The underlined outline being 'Don't be a dead one, get the new pearl derby, the Classic.'

"The 'Elks' window was worked in purple and white, the colors of the Elks. In the background was a number of white portières draped in a half circle shape. These were filled with purple lilacs. The entire bottom of the window was plain white with purple ribbons. In the center of the window was a large Elk hand-painted on a net, which in the day-time showed off to good advantage, and at night stood silhouetted against a background, because the net was transparent.

This display was made only in Philadelphia stores on account of the Elks' Convention there. Every sign contained the Elk head with the Elk emblem. A play was made on the Elk's B. P. O. E. and signs reading 'Best Pick on Earth' were used.

"The Chicago store is fitted up to represent a Venetian villa. The Philadelphia store represents an Old English hamlet. The cases in which the hats are displayed are gotten up in house form and arc lights, which light up the cases representing an old-fashioned village street. Standing at the far end of the store, and looking down the aisle, the effect is that of a long street, with many quaint houses on either side. Mr. Warner believes that putting his money into such elaborate decorations, not only has a most favorable effect on the buyer, but causes him to herald this unusual hat display, thereby attracting other customers and giving him a line of advertising that would be impossible to create through other channels. The effects are so unusual and striking, that the

customer will go home and naturally talk to his friends and neighbors about the store, and many people will come in to look over the store, and in that way are often led into buying hats.

"In the Philadelphia store the effect is intensified by a real dog kennel, and instead of having a dog inside we have the money-dog or safe.

"The public will no doubt notice that Mr. Warner's windows are divided up into a number of very small windows. This effect enables him to divide off his windows so as to show different style hats in the same window, and yet bring out each style separately. In many cases where a hat he introduces is gotten up in three shades, he will dress one section of the window in black, one in brown, and another in pearl, thus giving persons interested in any one color the chance to see all the styles in this shade, and without search to make the selection of the hat he wants.

"People have carried out one or two stunts from time to time in their stores, but no hatter with a chain of stores has ever undertaken such a tremendous scheme of decorative advertising. That it will be the forerunner of similar work in other lines cannot be doubted. The whole effect of the campaign is not only attractive, but impressing, and in a certain sense educating.

"For instance, in the case of building up our store interior, an architect has always been consulted and details were followed according to historical and architectural laws.

"The results of this advertising had been instantaneous, and it has always been our idea to hit while the iron was hot and force the greatest possible volume of business while the public is in the humor of buying. We do very little general advertising through the season, but rely solely on the bringing out of new hat ideas, presented in such a novel form that the effect of the advertising will live after the completion of the series.

"Now as to results: Instead of people feeling that the effects were too novel and too sensational, and being driven away by them, they have always contributed to build the business up solidly. People have gotten in the habit of waiting and looking for Truly Warner hat ideas at the beginning of each season. To this we attribute a tremendous volume of business generally done immediately after the introduction of a new hat.

"While the Truly Warner advertising has been novel and unique, there has been nothing freakish or overdone in the displays, I believe I can truly affirm, from first to last."

CIRCULATION GAINS IN SUMMER

are in evidence only

When a Paper is in Demand

Circulation that comes to a paper on its merits is the kind that brings results to advertisers. In *Chicago* there are many newspapers, but none show gains like the

RECORD-HERALD

Circulation for August:

Daily, exceeding	Sunday, exceeding
153,693	219,469
Gain over last year exceeding	Gain over last year exceeding
14,123	22,589

The
Chicago Record-Herald.

The German Weekly
of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

THE USE OF THE FLAG AND OF GOVERNMENT OR STATE INSIGNIA AS TRADEMARKS.

With the great expansion of advertising the question of the use of the United States flag or of a governmental coat of arms, as a trademark, as a wrapper, or label, or for any commercial purpose whatever, has become a highly important matter.

Several recent decisions against such uses have called renewed attention to this question. There is a growing tendency in this country to stamp out the use of governmental symbols for the purpose of private enterprise, which seems to be quite in keeping with a wise public sentiment.

In this we are only following in the wake of the older nations, many of whom have long had prohibitive laws in force.

As is well-known the general right to property in a trademark in this country is a matter of common law. It is simply a case of original use, a merchant or manufacturer's right in a trademark consisting wholly in his ability to establish a claim to original occupancy. This, of course, means a right in the whole trademark as such, and not to any word or mark of which it may be composed separately.

While Congress long ago passed legislation defining the colors and other details of the United States flag, it has never made any laws prohibiting or limiting the use of our national emblem. The nation was young when the flag law was passed, and it is entirely unlikely that any such conditions as have arisen with our great commercial expansion were foreseen. The flag was considered a sacred emblem, and no thought that commerce would ever lay its desecrating hand upon it seems to have entered the minds of our forefathers.

The absence of a condition always implies the presence of its opposite, as silence is said to give consent. The absence of a pro-

hibitive law thus seemed to create a privilege, which has to a greater or less extent been taken advantage of.

The present National trademark law, in one of its recently added clauses, carries the first definite limitation of the use of governmental insignia as trademarks. The exact language of the statute provides that no trademark which "consists of or comprises the flag, or coat-of-arms, or other insignia of the United States, or any simulation thereof, or of any State or municipality, or any foreign nation, shall be registered." Here is a very definite statute covering the situation so far as trademarks are concerned. Previous to its enactment the usage of the patent office for some years had been a refusal to register trademarks of the above character on the general plea of public policy.

The present trademark law carries a ten year proviso which, on its face, allows of the continued use of a trademark, based on or containing governmental insignia, provided it had been in actual use for ten years preceding the passage of the act. But there have been three recent and important decisions by the Court of Appeals of the District of Columbia against this construction of the law on the ground of public policy; and there is good ground for the belief that any case involving the use of governmental or State symbols, for business purposes, which gets into the courts hereafter will be decided against, in view of these decisions which are now generally recognized as establishing a precedent.

In a recent important case in Massachusetts, the Commonwealth vs. R. I. Sherman Mfg. Co., the Supreme Court of Massachusetts held the State's right to prohibit the use of "the arms or the great seal of the Commonwealth or any representation thereof for any advertising or commercial purpose whatever." A sweeping decision which was followed by legislative enactment, the manufacturing com-

munity being protected against loss, by being given one year to dispose of merchandise bearing the prohibited matter,—the law not to take effect until that time.

A very recent decision in Nebraska, the case having gone as far as the Supreme Court, prohibited the use of the United States flag as a part of the label on a beer-bottle. It will be observed that while the present National trademark law covers the trademark situation, local cases of various kinds are springing up all the time, and will continue to until each State legislature has molded and passed for itself a definitely prohibitive law with appropriately heavy penalties.

All leading foreign nations have passed prohibitive legislation against the registration of their coat-of-arms as a trademark. These are Great Britain, Germany, Austria, Hungary, Spain, The Netherlands, Sweden, Switzerland, Norway, Peru, Chili, Costa Rica, Guatemala, Portugal, Bulgaria, Roumania, Servia, Denmark, Brazil and Japan.

A CURIOUS FORM OF CENSORSHIP.

In connection with the censorship of advertisements in Germany, we learn that a firm which spends a million a year in telling the public of its medicine has been told by Germany that if it advertises any more in that country it must condense its announcements down to a couple of inches. Recently these advertisers took a quarter of a single column in a German newspaper. A few days after the advertisement appeared the publisher wrote to the advertisers stating that he had been summoned and fined for "bombastic" advertising. No other advertiser occupied more than one or two inches of space, and one of the subscribers to the newspaper informed the local police that the quarter of a column—although it set forth the value of the medicine in terms of the strictest moderation—was offensive and irritating to the reader. The authorities did not in any way question the efficacy of the medicine; the sole objection was that an advertisement that occupied so large a space was offensive to the readers. The Fatherland is extremely strict in its supervision of advertising. A patent medicine vendor is not permitted to announce the disease his wares are intended to cure. Only the general effect it may have upon the system can be set forth, and the reader must himself conclude for what particular ailment it is intended.—*The British Printer.*



The Whole Family

are interested in the 5-cents-a-word classified advertising columns of *The National Farmer*,

A Pioneer Farm Monthly 157,629 circulation of 22 years' growth, reaches from Maine to California. It will sell anything advertised in its columns from Pigs to Pianos, Pins to Poultry.

For copy of paper and further information address Advertising Dept.,

The National Farmer,

Augusta, Maine.

FRANK H. THOMAS,
Chicago Office,
1635 Marquette Bldg.

FRED H. OWEN,
New York Office,
1105 Flatiron Bldg.

THE SOUTH DEMANDS AN ADVERTISER'S ATTENTION.

E. H. Edmonds, editor of the *Manufacturers' Record*, estimates that the cotton crop this year will bring \$900,000,000 into the South, or about 12½ per cent more than any previous cotton crop has netted that section. He points this fact out as showing that the Southern States have at last begun to come "into their own again." This estimate is hardly believed accurate by the majority of cotton mill owners in North Carolina, South Carolina and Georgia. From their opinions, it would seem that the cotton crop of the South this year would net it about \$835,000,000. Should this latter estimate prove correct the South would still receive \$35,000,000 more for the crop than it did the preceding year. "One of the most noticeable signs of the increased prosperity of the South," said Governor Hoke Smith of Georgia in a recent speech, "is the increased number of cotton mills that are being put up all over the cotton producing States. One has only to travel through Dixie to prove for himself the truth of that statement. The mills are moving to the cotton fields instead of the cotton moving to the mills in New England."

—*New York Tribune.*

The following announcement on a furniture dealer's window is pertinent: "Some dealers have Bargain Days. We give Bargains every day."

A RAMBLING TALK BY "THE OLD CIRCUS MAN."

Because the circus manager advertises largely it does not follow that he is rash and extravagant in his expenditures. Both he and his manager of advertising are judicious and systematic and in consequence successful.

A very simple method keeps a check on the pictorial posters used during the season and prevents waste and accumulation. The large shows, to guard against the possibility of fire or disaster, place their orders with several printers of lithographic posters, not trusting all their eggs in one basket. An estimate is made of the quantity of "paper"—the number of sheets that will be put up on the average daily, and the variety from each house is selected with an eye to both town and country billing. The shipments arrive in the number of "day's work" ordered and are sorted so as to get a display from each of the printeries. In some places the day's work is not sufficient; in others it is more than enough and evens up to the anticipated average during the season of exhibition.

Certain posters of a general nature are used yearly. Of such a two years' supply is ordered at quite a saving. The same foresight applies to window lithographs. Large shows must of necessity arrange their transportation long in advance as they cannot hop, skip and jump about like the minor concerns.

In the event of opposition, or a circus war, there is a temporary increase of advertising, most of which goes to the press. It is often the case that the larger advertising brings greater receipts to the winning show. Some of the most profitable seasons pulled off have been through a constant battle for supremacy. Opposition puts all the advertisers on their mettle and every man of the advance exerts himself to the limit of ability and endurance. Extraordinary expedients of ingenuity are adopted

in which printing ink and the power of the press cuts a prominent figure.

Under normal conditions the advance newspaper contractor keeps the advertising at a daily average but discriminating as to the size of the town and the circulation of the mediums employed. The wise circus newspaper man is not inclined to drive too hard a bargain with the country editor and publisher. He is a man of importance in his town and perhaps has been of valuable assistance to the agent, taking out licenses, leasing exhibition grounds, and securing locations for billboards.

As to the use of newspapers in foreign languages, two of the most successful showmen had different policies. The representatives of P. T. Barnum for a long series of years had no faith in the press printed in the European tongues and only employed the best in the largest cities. Adam Forepaugh by descent was a Pennsylvania Dutchman, whose original name was Forebpaugh. His stronghold for years was in the West, but in course of time he achieved national reputation. The Germans claimed Adam as their own, and the Hollander and the German publisher got an ad, no matter how insignificant his weakly weekly. When Barnum battled Forepaugh in the West, the former, still ignoring the German and the Dutchman, had many enemies in these publishers, and the latter an equal number of partizans to advance his cause and sound the praises of the showman who extended them patronage. The willing assistance of the foreign language papers came at a time when it was most needed to meet the onslaughts of the mighty P. T.

The circus manager years and years in advance of the director of the theater employed a "writer" whose duty it was to prepare the distribution bills, newspaper advertising copy, and advance notices. In event of opposition the knight of the pen was in the thickest of the fray to shed ink. The press agent to

accompany the show and entertain the editors and reporters is a French idea introduced in this country by Col. Dan Rice with his Paris Pavilion Show, and afterwards taken up by P. T. Barnum under the régime of William C. Coup. The first American press agent with the show was David S. Thomas of New Haven, Conn., a practical printer and former journalist who rose from the case. After leaving Rice, Thomas remained with the Barnum show under several different managements for a long series of years.

The circus manager differed from the theatrical manager in the presentation of press publicity. The circus press agent has used a clean pen and not written with a rake to retail scandal. The circus manager to begin with detests scandal, and is much stricter in the discipline of his company. He prides himself on heading a Great Moral Show. The eccentricities of alleged geniuses do not count for a cent with a circus manager. With the theatrical manager they count for dollars to the injury of the stage. Infractions of decency mean discharge with the white tents, and the culprit may be the greatest artist in the world, yet his ability will not save him from the enforcement of the rules to the letter.

The circus holds forth special inducements to the press agent to enlist with the red wagons. The manager has substantial

property in sight and is responsible. The writer gets his salary whether it comes in or not; it takes real money to equip a circus. The bill writers and often several others of the promoters of publicity are employed all the year round, and year after year if they fill the bill.

The circus manager is a thorough-going, hard-working business man. He is not capricious. No star of the arena is permitted to run the business after the manner of the disastrous meddling of so many in the dramatic field. No authors of the play puts in his oar. The circus manager directs his own affairs.

In the advertising department the circus manager seeks for the best, and when found is willing to pay liberally for the right man in the right place.

The circus press agent's aim is to create talk, not tattle; to tell the attractions of the show in a readable and enticing form that the receipts and his salary may both be increased. Advertising with the circus manager is a study, not an accident, and requires the experience that no self-vaunting theorist who writes of publicity can supply. Given the level-headed manager, the attraction worth the expenditure and judicious advertisement, success follows as a remunerative result.

CHARLES H. DAY,
*Former advertising manager for
the late Adam Forepaugh,
and author of "True Tales
of the Sawdust Ring."*

THE PAST YEAR

The Des Moines Capital

has made great progress in improving the CAPITAL as a genuine newspaper. Heavy expenditures have been made in the employing of an eminent dramatic critic and also in men to handle local news. The CAPITAL is the great home newspaper of Des Moines. It is particularly a newspaper appreciated by the women. Any advertiser who wishes to create a market in Des Moines and Iowa can do so by using the CAPITAL at a minimum of expense. Without the CAPITAL complete success is impossible, and the expenses will be much greater.

Eastern Representatives { O'MARA & ORMSBEE, Brunswick Bldg., New York
ELMER WILSON, 87 Washington St., Chicago.
LAFAYETTE YOUNG, Publisher.

ADVERTISING FOR THE BAKER.

The retail baker, although he seldom advertises aggressively, has undoubtedly a better foundation for live promotion work than most other retailers. The right sort of publicity could not only be made to bring him more business, but would also correct certain trade evils of which he is to-day complaining.

Wholesale bakers advertise to some extent. Individual names crop up prominently in certain cities. A list of wholesale bakers who are aggressive in their communities includes:

The Freihofer's and the Kolbs of Philadelphia, the Ward-Mackeys of Pittsburg, the Howard Smiths of Kansas City, the Boettlers and the McKinneys of St. Louis, the Mortons and the Wagners of Detroit, Dexters of Springfield, Mass.; Campbell-Sell of Denver, Joseph Reuther and the Bacher Bros. of New Orleans, Schulze, Heissler & Junge, the Piper Baking Co. of Chicago, the George G. F. & Co., and the Fergusons of Boston, Boston Baking Co., and Charles Schneider of Washington, D. C.; Kern of Knoxville, the Bryces and the Taggarts of Indianapolis, Regan Bros. of Minneapolis, Collins of Buffalo, Bauer Bros. of Pittsburg, the Banner Baking Co., John Schneider's Sons Co., Dinkelacker Bros., Julius Bauer Co., and the French Baking Co. of Cincinnati.

These, however, are the biggest concerns in the baking business, houses with large modern plants, producing their goods with the most advanced machinery and methods, distributing throughout important communities with wagon organizations. And it by no means includes all the great wholesale bakers. The Fleischmanns, in New York City, have never advertised, and a glance over the leading cities will show similar examples.

The small neighborhood baker in a big town, or the wholesale and retail baker in a moderate-size community, seldom go further than printing bald business cards in local papers. Some adopt attractive trade names for special kinds of bread, and push them to a slight extent. But aggression is rare. The baker in this class universally believes that he has done all that is possible toward promotion when he makes good goods, and it is an axiom—rather a tricky one—in this trade that "If you manufacture good bread

it will advertise itself and all your other products." Despite this half-truth, however, the small baker complains of encroachments by competitors who make goods of questionable materials and push them at bargain prices, offering larger profits to grocers and others who handle them at second hand. And it has been shown by statistics that the home-made loaf still maintains between fifty and sixty per cent of the total bread consumption of the country. The retailer resents the home-baked loaf. It takes away trade, and that is bad. But it is also indigestible, which he considers worse. Bread isn't any too digestible at best. But the home loaf is least digestible, while the good bakery loaf represents something more or less exact and modern and scientific in bread that can be digested. The public doesn't know this, however, for the baker has never told them. So, while women have left off making shirts for their husbands and clothes for their children; while they no longer leech ashes and manufacture soap at home, or kill a hog in fall and salt it down for the winter, they *do* make bread, and the baker finds himself competing with the last of the old, laborious, foolish home industries. Which is a good thing for him, on the whole, for it represents just so much more margin of potential business to be acquired.

Even the smaller bakeries have now risen from hand labor to machinery. Bread and baking sundries are mixed, kneaded, moulded and handled by ingenious apparatus. Materials are subjected to laboratory tests. Distribution gives the baker a larger market. The result is that, with a plant capable of producing more goods than in the days of hand processes, he may find it idle part of the day. His competitors' plants stand idle part of the day, too, owing to excess capacity. Lack of an advertising tradition in the baking business leads to the next best solution of this difficulty—price-cutting to grocers and other middlemen. "Methods like these,"

says an authority in the industry, "are making the baking business, which is the staple of all staples in the business world, a hazardous undertaking, and with such practices all the advantages gained by introduction of new machinery and appliances, are nullified, and they become a boomerang instead of a blessing."

That was the situation in cracker baking when the National Biscuit Company was formed. Prices had not only been cut to a point where there was no profit, but the quality of the product had been cheapened. The National took the modern way out of this jungle, making better goods and advertising them. That is obviously the remedy of the bread and cake baker. His business is one of direct interest to everybody, and its technicalities have thus far been kept in his plant. Even the superficial advertising of good bread by a brand has produced more business for him. When he begins to talk about cleanliness, quality, digestibility, etc., on strictly modern advertising lines, he will have a wide audience. His business, too, is almost entirely a cash one, and is to-day perfected along the most efficient and economical lines in distribution of product to homes. And what a little publicity will do for him is shown in an instance from the *Bakers' Helper*, citing a bakery in a western State where sales over the counter of \$500 a day are not uncommon. This establishment's goods are said to be no better than others, but one of its features is baking in plain sight of the public, operations going on all day right beside the counters. Customers see the goods made. Everything is spotlessly clean. A portable oven, covered with white enameled tile and nickeled, operated by bakers dressed in white, brings counter sales that exceed the whole output of the average neighborhood baker.

The new pure food law has helped the baker, too, it is said, for it makes impossible the use of many miserable substitutes with which the industry was cursed, and bars certain crooked

Over SIX MILLION Women

Used May Manton Patterns during the past year. These women are loyal to **Dressmaking at Home** because it portrays the fashions they are using and no other magazine can take its place with them.

Dressmaking At Home

Shows the advanced styles of the **May Manton Patterns** to the Women of the Home.

GUARANTEED CIRCULATION 150,000

Rate 75 cents per agate line.

DRESSMAKING AT HOME,
306 Masonic Temple, Chicago.
418 Fiat Iron Building, New York.

devices of the unscrupulous baker, who formerly had price advantages over the one who would not resort to such materials.

The industry formerly comprised three distinct branches. First came the great wholesale baker, who of course still exists, and whose business is expanding everywhere. Then came the combination baker, who did a wholesale and retail business. Third, the strictly retail baker, selling over his counter and delivering to a small neighborhood. The wholesale-and-retail baker has come so sharply into competition with the larger wholesale establishments, selling to grocers, hotels, etc., that his wholesale trade has disappeared, and he is forced to develop a strictly retail trade. The trade baker, on the contrary, is brought into no serious competition with the wholesaler if he makes good goods and advertises them, and for this reason most of the wholesale-and-retail bakeries have stepped into strictly retail trade.

The two branches of the business now surviving are both amenable to vigorous, informative advertising. The retail baker can afford to put twenty-five per cent better materials into his goods and maintain a reputation for quality that makes him unassailable by the wholesaler. The latter, by advertising and an enormous distribution, can compete chiefly on bread. When it comes to cakes, pies and sundries, the retail baker always has an advantage because he can handle such goods in better ways than the grocers who sell the wholesaler's bread, and because he is in direct contact with his customers, and the bakery business largely a personal one in which acquaintance and direct dealing are desirable considerations with the purchaser. Cake and some other lines are even said to be unprofitable to the big wholesaler who monopolizes most of the bread business. The latter, too, gets most of the indiscriminating trade—that of people too lazy or indifferent to go for their supplies in person, and assure themselves as to the quality and cleanliness of their supplies.

Quality is the whole keynote of the baking business to-day. And as this is also the keynote of the most advanced advertising and business extension, the baker's little problem seems simple. He has only to combine publicity with his quality and let the public know more about himself.

SHOP SHOTS.

The successful merchant is the man who combines first-class values, bargain-like prices and the proper treatment of customers.

The man who can't attend to customers with a coat on might do in a barber shop, but he is certainly out of place in any store where ladies trade.

It takes more than a big store full of goods to keep the people thinking about you. The people think about the things they are constantly told to think about.

Special sales are the sign of the live store. Don't waste time in explaining how your business is one in

which it is impossible to have special sales. Just have them.

Better that the cleanliness of your store go unnoticed than that anyone have occasion to remark upon the presence of dirt or cobwebs.

The man who is always waiting for the demand is never ready for it when it comes. Don't be afraid to buy goods for the busy seasons just because there isn't much doing now.

There's money in side lines if you get the kinds there's money in. Don't be too quick though to take up the proposition of the fellow who has something you can make a million on.

The same old show-case arrangement month in and month out, no matter how many new goods, looks like the same old stock. Change things around if you want to attract attention.

It isn't the largest ad that is the best ad. What would you think of a man who took the largest size pair of shoes in order to get the biggest value. The shoes must fit and the ad must fit.

Between the drilling of the plebes and the marching of the highest class lies a vast amount of routine that wasn't fun. The work that makes any success may not be fun, but it's absolutely necessary.

Don't tie yourself to the wrong side of the street just because you have been there a long time. It takes a radical change to make a big success. If you want to be noticed, do something noticeable.

In new lines of goods is where the profits lie. The old standbys that every dealer keeps have the prices all cut to pieces on them. Get the new things ahead of the other dealers and make the bigger profits.

The man who tries to get along without his trade or advertising journal at the end of the race will find himself among the also ran. Might few men can run a business successfully on their own brains alone.

If you have one or two customers who like to pay outrageous prices for goods, don't forget that you can better afford to lose all such customers you're likely to have than a tenth of the trade that wants to buy as cheap as possible.

FRANK FARRINGTON.

TRUTH.

Shop windows are a sort of mechanical education. A stranger let loose among London's miles of windows, will know half of them intimately after he has walked the streets a month or two; nor need he devote any time to become acquainted with them, for they have a trick of devoting time to him.—*Profit Maker*.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1906, 32,419. Best advertising medium in Alabama.

Montgomery. Journal, *dy.* Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican, *Daily* aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times, Evening (except Sat.) and Sunday morning. *Daily* average 1906, 4,388.

CALIFORNIA.

Oakland. Herald, *Average* 1906, 19,667; July 1907, 23,189. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 3x5. Average circulation seven months ending July, 1907, 91,423. Home Offices, Flood Building.

Los Angeles. California Cultivator, is the only Agricultural, Live Stock, Fruit and Poultry Magazine published in California entitled to a place on the Roll of Honor. Best adv. medium in the State.

COLORADO.

Denver. Post. Circulation—Daily 59,674. Sunday 84,411.

The figures tell RESULTS.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Sworn *dy.* Aug., 11,619.

Bridgeport. Morning Telegram, *daily.* Average for Aug. 1907, sworn 11,490. You can cover Bridgeport by using Telegram only. Rate, 15c. per line, flat.

Meriden. Journal, evening. Actual average for 1906, 7,530. First four months 1907, 7,734.

Meriden. Morning Record and Republican. *Daily* average for 1906, 7,678; 1907, 7,673.

New Haven. Evening Register, *dy.* Annual sworn over, for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, *dy.* Aver. 1906, 5,656; 1907, 5,549. E. Katz, Special Agent, N. Y.

New Haven. Union. *Average* 1906, 16,491. First 6 mos., '07, 16,582. E. Katz, Sp. Agt., N. Y.

New London. Day, *ev'g.* Aver. 1906, 6,104; aver. for August, 6,790. Rates direct.

Norwalk. Evening Hour. *Daily* average guaranteed to exceed 8,800. Sworn circulation statement furnished. Covers not only the Norwalks but fifteen small towns adjoining, covering a territory of over 40,000 people. Has the largest circulation of any newspaper in Southwestern Connecticut.

Norwich. Bulletin, morning. *Average* for 1905, 5,920; 1906, 6,539; June, 1907, 7,269.

Waterbury. Republican, *dy.* Aver. for 1906, 5,648; 1906, 5,957. La Crosse & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, *daily* and Sunday. *Daily* average for 1906, 55,577. (©©).

FLORIDA.

Jacksonville. Metropolis, *dy.* Av. 1906, 9,482. 1st 6 mos. 1907, 10,692. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, *dy.* Av. 1906, 50,857. Sunday 57,982. Semi-weekly 74,916. The Journal covers Dixie like the dew.

IDAHO.

Boise. Evening Capital News, *dy.* Aver. 1906, 4,808; average, July, 1907, 6,188.

ILLINOIS.

Aurora. Daily Beacon. *Daily* average for 1906, 4,580; 1906, 6,454.

Calro. Citizen. *Daily* average 1st. 6 months, 1907, 1,585.

Chicago. Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. *Average* for 1906, 4,917. (©©).

Chicago. Broeders' Gazette, *wy.* \$2.00. *Aver.* circulation for year 1906, 10,000.

Chicago. Dental Review, monthly. *Actual* average for 1906, 5,705; for 1906, 4,001.

Chicago. Examiner. *Average* for 1906, 649,346 Sunday, 175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined.

Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907; Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n, weekly. Average six mos., Jan. to July, 1907, 51,810.

Chicago, Record-Herald. Average 1906, daily 141,748; Sunday 211,611. Average July, 1907, exceeding daily 153,490; Sunday 220,181.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.

Evansville, Journal-News. Av. for 1906, 16,599. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming, 1906 av., 174,584. Now 200,000 a times a mo., 70c. a line.

Noire Dame, The Ave Maria, Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,561; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for five months ending May 31, 1907, 6,816. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, June, 1907, 9,550. Absolutely best in South Bend.

INDIAN TERRITORY

Ardmore, Ardmoreite, daily. Average for 1906, 2,445.

Muskogee, Times Democrat, 1906, average 2,881; average 1906, 2,514. E. Katz, Agt., N. Y.

IOWA

Harrington, Hawk-Eye, daily. Av. for 1906, 8,764. "All paid in advance."

Davenport, Times, Daily aver. Aug. 18,004. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate to cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Av. circulation 1st 6 mos. '07, 80,198.

Des Moines, Iowa State Register and Farmer, w'y. Av. number copies printed, 1906, 52,125.

Sioux City, Tribune, Evening. Not sworn dy. av. (returns deducted) 1st 6 mos. 1907, 51,122.

You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

Sioux City, Journal, Daily average for 1st 6 months, 1907, sworn, 38,904. Morning, Sunday and Evening Editions.

KANSAS.

Hutchinson, News, Daily 1906, 4,260. Mar., 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 8,778; weekly, 8,084.

KENTUCKY.

Lexington, Leader, Av. '06, evg. 5,157. Sun. 6,798; 1st 6 mos., '07, 5,418, Sy, 6,867, E. Katz.

Owensboro, Messenger, Daily aver. six mos. ending June 30, '07, 8,668; aver. Aug. 8,940.

MAINE.

Augusta, Comfort, mo. W. R. Gannett, pub. Actual average for 1906, 1,271,952.

Augusta, Maine Farmer, w'ly. Guaranteed, 14,000. rates low; recognized farmers' medium.

Bangor, Commercial, Average for 1906, daily 9,695; weekly 28,575.

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express, Average for 1906, daily 12,806. Sunday Telegram, 8,941.

MARYLAND.

Baltimore, American, dy. av. 1st 6 mos. '07, 77,052; Sun., 90,897. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,814. For August, 1907, 74,040.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

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Boston, Globe, Average 1906, daily, 182,956. Sunday 295,232. Largest circulation daily or any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

GUAR AN TEED **GUAR AN TEED** **GUAR AN TEED** **GUAR AN TEED** **GUAR AN TEED** **GUAR AN TEED**

BOSTON POST

Average for August, 1907, Boston Daily Post, 248,816. Boston Sunday Post, August, 1907, 218,244. First New England paper to put in linotypes. First New England paper to put in the autoplant. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Holyoke. Transcript, daily. Act. av. for year ending May, 1906, 7,889; 3 mos. '07, 7,842.

Lynn. Evening Item. Daily sworn av. year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Woburn. News, evening and weekly. Daily av. net paid or. March, 1,538. W'kly, 1,431.

Worcester. Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 15,394; March, 1907, 15,768. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester. L'Opinion Publique, daily (C). Paid average for 1906, 4,282.

MICHIGAN.

Bay City. Times, evening. Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed.

Jackson. Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April daily average, 7,786.

Jackson. Patriot. Average July, 1907, 8,250; Sunday, 9,045. Greatest net circulation. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw. Courier-Herald, daily. Sunday. Average 1906, 14,897; August, 1907, 14,752.

Saginaw. Evening News, daily. Average for 1906, 19,964; August, 1907, 20,790.

Tecumseh. Semi-Weekly Herald. Actual average for 1906, 1,183.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Av. for 1906, 27,886.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1906, 27,187; average for 1906, 100,266; 6 mos., 1907 104,100.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday (C). In 1906 average daily circulation, 74,054. Daily average circulation for Aug., 1907, 70,556. Average Sunday circulation for Aug., 1907, 71,100.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 53,010.

CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,772. The daily Tribune average per issue for the year ending December, 1906, was 105,164.

St. Paul. Pioneer Press. Net average circulation for January-March 25,302. Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1906, 15,354. Aug. 1907, 17,282. E. Katz, Special Agent, N. Y.

Kansas City. Journal. Circ'n, 277,974; 207,520 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 13¢; classified, 7¢. Combination Weekly and Sunday—display, 48¢. Literature on request.

St. Joseph. News and Press. Circulation 1906, 26,079. Smith & Thompson, East. Reps.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (C). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1906, 141,839.

Lincoln. Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester. Union. Av. 1906, 16,758, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua. Telegraph. The only daily in city. Average 6 mos. ending Aug. 31, 1907, 4,422.

NEW JERSEY.

Asbury Park. Press. 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth. Journal. Av. 1904, 5,522; 1906, 6,515; 1906, 7,547; first 6 mos. 1907, 8,221.

Jersey City. Evening Journal. Average for 1906, 28,005. First six months 1907, 24,029.

Newark. Eve. News. Net dy. av. for 1906, 68,023 copies; net dy. av. for Apr., 1907, 68,940.

Trenton. Evening Times. Av. 1906, 14,227; 3 mos. dy. av. Apr. 30, '07, 20,631; Apr., 20,682.

NEW YORK.

Albany. Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia. Daily News. Average first 6 mos. 1907, 7,404. F. E. Northrup, Special Rep., N. Y.

Brooklyn. N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 58,449.

Buffalo. Courier, morn. Av. 1906, Sunday, 91,168; daily, 58,681; Enquirer, even., 32,682.

Buffalo. Evening News. Daily average 1906 94,690; for 1906, 94,748.

Corning. Leader, evening. Average 1904, 6,285; 1906, 6,295; 1906, 6,555; Feb. av., 6,882.

Mount Vernon. Argus, evening. Actual daily average for 12 mos. ending June 30, '07, 4,516.

Newburgh, News, daily. Ar. '06, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 9,706 (©). 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,212.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,458.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Guaranteed circ'n, 75,000; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (©©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 5,109.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo. Good literature. 452,500 monthly average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept. 1907, 8,180; Sept. 1907, issue, 8,750.

The World. Actual aver. for 1906, Morn., 318,664. Evening, 359,057. Sunday, 442,228.

Rochester, Case and Comment, mo., Lat. Av. for year 1906, 22,091. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Lecky. Actual average for 1906, 12,058; 1906, 15,809.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1906, daily 25,206. Sunday 40,064.



Troy, Record. Average circulation 1906, 18,801. Average August, 1907, 20,458. Only paper in city which has permitted A. A. A. examination.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

Winston-Salem, Evening Sentinel. More circ. at home than any morning or afternoon paper in N. C. Also leading penny paper of the State.

NORTH DAKOTA.

Grand Forks, Normanden. Av. gr. '06, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977. August, 1907, 9,661.

Ashkumula, Amerikan Sanomat, Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 88,869; August, 1907, 75,854 daily; Sun., 86,964.

Coshocton, Age, daily. Net average 1906, 2,757. Verified by Asso. Amer. Advertisers.

Coshocton, Times, dy. Net '06, 2,128; 6 mo. '07, 2,416. No cash boxes fixed to fit padded circ.

Dayton, The I. L. U. Home Journal, mo (Formerly Laborer's Journal). National circ. Av. for year ending April 30, '07, 14,811 copies. Critically read by 36,500 members of THE I. L. U. GRAND LODGE, the fraternal, beneficiary order of wage-workers. 5c. agate line, flat rate.

London, Democrat, semi-weekly. Actual average for 1906, 2,668; now guarantees 4,000.

Springfield, Farm and Fireside, over ¼ century leading Nat. agricult'l paper. Cir. 455,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 2,634.

Youngstown, Vindicator. D'y. av. '06, 18,740; Sy. 10,001; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 aver., 18,918; Aug. 1907, 20,217. E. Katz, Agent N.Y.

OREGON.

Mt. Angel, St. Joseph's-Blatt. Weekly. May 3, 1907, 19,185.

Portland, Journal, daily. Average 1906, 25,578; for August, 1907, 27,058. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

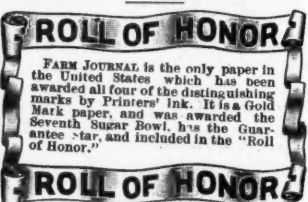
Portland, Pacific Northwest, mo.; av. 1st 6 mo. 1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, ev'g'd'y. Average 1906, 7,686. N.Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1906, 17,110; Aug. 1907, 18,592. E. Katz, Sp. Ag., N.Y.

Harrisburg, Telegraph. Sworn av. Aug. 14, 1915. Largest paid circulat'n in H'b'g or no pay



Philadelphia, Confectioners' Journal, mo. Av. 1906, 2,470; 1906, 2,514 (©©).

"In Philadelphia nearly everybody reads The Bulletin."

NET PAID AVERAGE FOR AUGUST:

225,290 copies a day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MOLEMAN, Publisher.



Philadelphia. The Press is Philadelphia's Great Home News paper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Seranton. Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 35th year, Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport. Grit. America's Greatest Family Newspaper. Average 1906, 280,180. Smith & Thompson, Repts. New York and Chicago.

York. Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence. Daily Journal. 18,051 (©©). Sunday, 21,840. (©©) Evening Bulletin 54,620 average 1906 Providence Journal Co. pubs.



Providence. Tribune. Morning 10,347. Evening 11,118. Sunday, 16,529. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual day average for 1906, 4,474. December, 1906, 4,755.



Columbia. State. Actual average for 1906, daily (©) 11,287 copies; semi-weekly, 2,625; Sunday (©©) 1906, 12,228. Actual average for first six months, 1907, daily (©) 12,940, Sunday (©©) 18,769.

Spartanburg. Herald. Actual average for first five months, 1907, 2,529.

TENNESSEE.



Chattanooga. News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advt. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville. Journal and Tribune. Daily average year ending December 31, 1906, 13,692. Daily average last 3 months 1906, 13,247.

Memphis. Commercial Appeal daily. Sunday, weekly. First six months 1907 av. 41,782; Sunday, 61,483; weekly, 81,312. Smith & Thompson, Representatives. N. Y. and Chicago.

Nashville. Banner, daily. Aver. for year 1906, 31,455; Jan. 1907, 28,588; Feb. 1907, 27,071.

TEXAS.

El Paso. Herald. May, av., 7,618. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre. Times, daily. F. E. Laughey. Aver. 1905, 5,527; 1906, 4,115.

Bennington. Banner, daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington. Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Assoc. of Amer. Advertisers.

Montpelier. Argus, daily. Actual average for 1906, 3,284 copies per issue.

Rutland. Herald. Average 1904, 2,527. Average 1906, 4,677.

St. Albans. Messenger, daily. Actual average for 1905, 2,051; for 1906, 2,558 copies per issue.

VIRGINIA.

Danville. The Day. Av. 1906, 2,867. Aug. 1907, 2,788. Largest circ'n. Only city paper.

Richmond. So. Tob. and Modern Farmer, mo. Average for first 5 mos. of 1907, 14,420.

WASHINGTON.

Seattle. Post Intelligencer (©©). Av. for Aug. 1907, net Sunday 48,806; daily, 34,957; week day 58,646. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

Seattle. The Daily and Sunday Times leads all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during last 6 mos 1907. Its nearest rival was beaten by over 134,401 inches display and 180,000 lines of classified. That tells the story of results. Average for 1906, was 42,172 daily, 56,794 Sunday. Average for June, 1907, were—Morning and Evening 58,997, Sunday 64,681. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma. Ledger. Average 1906, daily, 16,059; Sunday, 21,798.

Tacoma. News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Reeverts. W. Va. News, w'y. Wm. B. Blake & Son, pubs. Aver. 1906, 2,220.

WISCONSIN.

TOBACCO IN WISCONSIN.

Up in the southern part of Wisconsin, where Janesville is the center of the tobacco belt and the GAZETTE reaches 30,000 people, the tobacco and sugar beet crops alone will net the growers this year over \$1,500,000. Prices are high, markets splendid and money will be plentiful. The Janesville GAZETTE guarantees its circulation. M. C. WATSON, 1509 Home Life Bldg., N. Y. A. W. ALLEN, 1502 Tribune Bldg., Chicago.

Madison. State Journal, dy. Average 1906, 3,602; Jan., Feb., Mar., 1907, 4,834; Apr., 5,106.

Milwaukee. The Journal, eve. and Aver. 3 mos. ending Dec. 31, 1906, 51,555. Aug. gain over 1906, daily, 7,706. Full city circulation A. ONE greater than TOTAL paid of any other Milwaukee daily or Sunday; also more advertising carried.

Milwaukee. Evening Wisconsin, dy. Av. 1906, 24,430 (©©). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh. Northwestern, daily. Average for 1906, 8,099.





THE WISCONSIN AGRICULTURIST

Madison, Wis., Estab. 1877
Actual weekly average for year
ended Feb. 28, 1907, 51,126.
Larger circulation in Wisconsin
than any other paper. Adv.
\$5.50 an inch. N. Y. Office, Tem-
ple Ct. W. C. Richardson, Mgr.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for
1906, 10,161; Aug. 1907, 18,847. H. LeClergue,
U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Av-
erage for 1906, daily, 84,559; daily August, 1907,
86,981, wj. av. for mo. of August, 22,125.

Winnipeg, Der Nordwesten. Canada's Ger-
man newspaper. Av. 1906, 16,177. Rates 50c. incl.

Winnipeg, Telegram. Average 6 mos. 1907
22,961. Weekly av. 19,586. Flat rate, 35c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle
Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average
circulation for 1906, 4,540.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1906,
daily 100,087, weekly 49,992.



Montreal, The Daily Star and
The Family Herald and Weekly
Star have nearly 200,000 subscrib-
ers, representing 1,000,000 readers
—one-fifth Canada's population.
Av. circ. of the Daily Star for 1906,
40,904 copies daily; the Weekly
Star, 125,452 copies each issue.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the
Newspaper in Which It Appears.

Advertisements under this heading are only desired from
papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado
Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD: old es-
tablished family newspaper; covers field
60,000 high-class pop.; leading Want Ad paper.
Classified rate, cent a word; 7 times 5 cents a
word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington.
D. C. (© 9). Carries DOUBLE the number of
WANT Ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE CHAMPAIGN NEWS is the leading Want ad
medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified ad-
vertising than any other Chicago newspaper.

"NEARLY everybody who reads the Eng-
lish language in, around or about Chi-
cago, reads the DAILY NEWS," says the Post-office
Review, and that's why the DAILY NEWS is Chi-
cago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day
every week, every month and every year
more paid classified (want) advertisements than
all the other Indianapolis papers combined. The
total number it printed in 1906 was 315,500. An
average of over 1,000 every day, which is 126,929
more than all the other Indianapolis papers had.

TERRE HAUTE TRIBUNE. Goes into 82 per
cent of the homes of Terre Haute.

STAR LEADS IN INDIANA.

During the last eight months the INDIANAPOLIS
STAR carried 406,19 more columns of paid classi-
fied advertising than carried by its nearest com-
petitor during the same period. The STAR gained
1517.31 columns over the corresponding months
of last year. During the past two years the
STAR's circulation has exceeded that of any other
Indiana newspaper. Rate, six cents per line.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Edi-
tions Daily.

The advertising medium par excellence of
the Calumet Region. Read by all the pros-
perous business men and well-paid mechan-
ics in what has been accepted as the
"Logical Industrial Center of America."
Guaranteed circulation over 10,000 daily.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn cir-
culation second in state. Popular rates.

IOWA.

THE Des Moines REGISTER AND LEADER: only
morning paper; carries more "want" ad-
vertising than any other Iowa newspaper. One
cent a word, m'thly rate \$1.25 nonp. line, dy. & Sy.

THE Des Moines CAPITAL guarantees the lar-
gest city and the largest total circulation
in Iowa. The Want columns give splendid re-
turns always. The rate is 1 cent a word; by the
month \$1 per line. It is published six evenings
a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads
than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads
than any other Baltimore daily. It is the
recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great
resort guide for New Englanders. They
expect to find all good places listed in its adver-
tising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 291,569 more than any other Boston paper carried for the year 1906.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS JOURNAL is the recognized Want ad medium of Minneapolis.

The Minneapolis JOURNAL, Daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Aug., 167,510 lines. Individual advertisements, 24,635. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 20c.

CIRCULATION THE MINNEAPOLIS JOURNAL is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price average of two pages a day; no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium. 1c. a word. Average circulation (first 6 mos. 1907), 11,187; Sunday, 15,066.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad medium of New Jersey.

NEWARK, N. J. FREEZE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 35,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 20,479. Publishes more Wants than any of Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 42,000, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (2c) carries more Want ads than any other South Carolina newspaper.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

UP TO SOLICITORS.

A client, whose business has been steadily increasing, asked us the following question:

"Can you show me the comparative value in results, as judged by actual returns in figures—of quarter, half, three-quarter, and page space in magazine advertising. The article advertised may be of any kind. Percentages of readers, general averages of inquirers in a given amount of circulation, publicity value, possible duplication of advertising, probable number of readers who might be induced by the advertising to buy from dealer—these and similar side lights not considered. Show me the actual results in figures. There might be a standard of comparison, and I want to know."

The question was thrashed out in its every conceivable aspect for several hours. A dozen magazines were inspected; a half hundred prominent advertisers discussed. Two of the ablest magazine solicitors dropped in and were pressed into the discussion. Later, the question was put to the eight or ten prominent magazine men—men whose advice is sought by the agents, whose opinions carry weight. The question is still "Put." Not one man has brought forth a satisfying answer. The advertiser dropped back from three-quarter to half pages, adding a number of publications to balance the difference in his appropriation. The result will be shown at the year's end.

But why should we have to wait a year to find out? If there is a magazine man who can answer this poser, let him speak for the benefit of all advertisers and advertising. If an advertising man or agent knows, we request him to speak for his own benefit and our client's. Don't everybody talk at once.—Presbrey's Little Book, Presbrey Agency, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Eckman.

President, ROBERT W. PALMER,
10 Spruce St., New York City.

Treasurer, GEORGE P. ROWELL,
10 Spruce St., New York City.

London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, October 2, 1907.

Don't try too hard to sell something you want to get rid of, but try very hard not to sell a customer what he does not like.

PICK your mediums carefully and let your advertising talk come straight from the heart. Have something new to say; it pays.

JAMES GORDON BENNETT once said "Get something to tell and then tell it all the time." Persistence is one of the greatest points in advertising.

THE man who allows a prejudice to influence his judgment will often find that prejudice to be an expensive luxury. Don't adhere to a prejudice simply because you've always had it and hate to give it up.

If you are afraid to let people know that you are in business, and where it is, don't advertise.

To KNOW statements and phrases that will either captivate or interest the majority of readers is to know how to write a taking advertisement.

The Value of the Classified.

The small classified advertisements which appear weekly in the back part of PRINTERS' INK comprise an unobtrusive department, the importance of which from an advertiser's standpoint is out of all proportion to its size and the position which it receives. In the second number of the first volume, dated August 1, 1888, the first classified advertisement appeared in PRINTERS' INK, and since then each week these little announcements have been given place in the regular issue of the paper. There is no section of the paper which is more carefully read by subscribers, who have come to look upon the classified ads of PRINTERS' INK as the meeting place of buyers and sellers of all sorts of commodities which interest the advertising fraternity. There is scarcely an issue that each small "liner" does not contain an announcement which is of special interest to some of PRINTERS' INK readers.

And yet, the department is small in itself, and has never been "boomed," as the expression is applied to classified business in other mediums. Two pages are generally sufficient to contain every announcement that is sent in for it, and very rarely does the space exceed three pages.

Advertisers have grown to regard the department as an economical medium in which to make their announcements, and readers to regard it as an excellent place to satisfy their wants. This accounts for the worth of the classified section of PRINTERS' INK, and for the fact that so many shrewd advertisers have employed it for years without missing an issue.

THE Portland *Oregonian* has issued a new rate card, which took effect yesterday.

W. H. KARNES, for the past ten years sales manager for the Gunning System, now occupies a similar position with the Thomas Cusack Co., with headquarters in Chicago.

MR. GEORGE P. ROWELL, founder of PRINTERS' INK, is spending the month of October in Germany; but his permanent address is: Care of Munroe & Co., No. 7 Rue Scribe, Paris, France.

ALFRED B. LUKENS, Tribune Building, New York, eastern representative of the Fort Wayne *Sentinel*, has recently added the Buffalo *Daily Live Stock Record*, the only paper of its kind published in New York State, claiming to print daily 5,500 copies.

ST. ELMO MASSENGALE, president of the Massengale Advertising Agency, Atlanta, addressed the Agate Club and the Chicago Advertisers' League on September 17th. On the 18th he was the guest at a dinner of the Coca Cola Company at the Stratford Hotel.

THE North Adams, Mass., *Transcript* has issued a new rate-card, effective yesterday. This paper no longer accepts objectionable patent medicine business, liquor or clairvoyant advertising, or classified advertisements, which are not of a strictly legitimate nature.

No NEWSPAPER or periodical should patronize a trade paper to get good will. There are those who think that to stay out of a paper will bring down upon them the ban of displeasure, but it is belief without foundation. Any paper that assumes such a position need not be feared; its influence is nil; and whatever course it pursues will have no result that need be taken into consideration.

CONDE NAST has resigned as business manager of *Collier's*, and after November 1 will devote himself to the Home Pattern Company, in which he is largely interested. His successor on *Collier's* has not been named.

THE Crawford Shoe Company has a unique display in the window of one of their uptown stores in New York. Seated upon a chair is a life-sized female figure in wax, tastily dressed in white. A portion of her skirt front rises suddenly, displaying her calves encased in black silk hosiery, and her feet shod with patent leather ties; the dress drops back into place only to rise again displaying stockings and shoes of tan, and this movement continues displaying several different combinations of female footwear and hose before the first exhibit is repeated. The display is a novel and attractive one.

Death of a Pioneer Agent. The death of William Hicks of the Hicks Advertising Agency, New York, occurred on September 16th, after an operation at the Memorial Hospital, Orange, N. J. Mr. Hicks was born in 1837 in the County of Dublin, Ireland. He came to this country when a young man and bought the New York *Shipping Gazette and Traveler's Guide*, which he published for several years. In 1869 he entered the advertising field as an agent and was, therefore, one of the first in this business in the country. Mr. Hicks made a specialty of hotel and resort advertising, and until a few years ago controlled, it is said, more than three-fourths of all this sort of advertising published.

The business of the Hicks Advertising Agency will be continued under the direction of Fred G. Russel, Mr. Hicks' partner. For twenty years Mr. Russel has been associated with the agency and for the past five years has had active charge of its management.

A. P. COAKLEY, former advertising manager of the Lewis Publishing Company, St. Louis, is now with the Long-Critchfield Corporation, Chicago.

THE September issue of the *Housekeeper* should have been credited with 48½ columns of advertising, instead of 45, as appeared in the September advertising summary.

R. J. SHANNON, Brunswick Building, New York, has two new additions to his list of papers—the Johnstown, Pennsylvania, *Democrat* and Williamsport, Pennsylvania, *News*.

"THIRTY Minutes from Broadway" is the title of an attractive booklet sent out by the Garden City Estates, New York, a real estate firm, to interest possible buyers in suburban property.

J. ROWE STEWART, formerly in charge of the classified advertising of the New York *Globe* has recently left to take charge of the advertising department of the *Herald*, Washington, D. C.

THE *Pacific Sportsman* of Seattle, Wash., has been purchased by *Outdoor Life* of Denver, Colo., and merged with the latter publication. W. S. Phillips, former proprietor of the *Pacific Sportsman*, will hereafter represent *Outdoor Life* on the Pacific Coast, having headquarters at Seattle.

THE first lecture in the course on the "Theory and Practice of Advertising," to be given by the 23d street Y. M. C. A., New York, during the coming season, will be delivered next Wednesday evening by Frank L. Blanchard, who is again in entire charge of the course. The course in "Modern Printing," given at the West Side Y. M. C. A., 320 West 57th street, will be opened October 16. John Clyde Oswald, editor of the *American Printer*, will direct the winter's work.

THE *Reader* has increased its advertising patronage by ninety per cent during the past year.

FRANK R. NORTHRUP, Brunswick Building, New York, has recently added the Anderson, S. C., *Mail* to his list of papers.

It is stated that in all probability the Foley Advertising Agency of Philadelphia will open a branch at Washington this season.

THOMAS W. LAWSON will be the principal speaker at the October meeting of the New York Sphinx Club, which will be the first meeting of the year.

WITH the September issue, *National Farmer and Home Magazine*, published by Lane & Co., Augusta, Maine, appeared in a new dress. Under new editorial management, plans are being perfected to make this publication of special value and interest to the farmer and his family. The present circulation is stated to be 157,629 copies monthly.

A Fine Catalogue.

The latest catalogue of the Fischer Piano Co., which comes to us from the press of the R. L. Stillson Co., of New York, is not alone a credit to the manufacturers, but also to the printing plant turning it out. In size, 10x11 inches, it comprises twenty-four pages and cover, the latter overlapping one-quarter inch top and side. The first page is 4x10½ inches; page two 4½x10½ and so on in rotation; pages twenty-three and twenty-four measuring a full 10¼x10½ inches. The stock throughout is a pure white, deckle-edged, wove antique. The printing on cover is embossed type in a white grained die without ink. The text is in orange and black. The illustrations are printed separately, in two colors, on a white stock, tipped in. On the whole the catalogue is as fine a piece of art printing as PRINTERS' INK has seen in some time.

LONG-CRITCHFIELD are now sending out new copy for the Estey Organ.

THE advertising of Stromberg-Carlson, Rochester, is now handled by the Long-Critchfield Corporation.

THE advertising of the American Correspondence Schools of Chicago is now handled by the Long-Critchfield Agency.

C. SYER & CO. is a new advertising agency at Columbia, S. C. Mr. Syer has been connected with the Los Angeles *Examiner*, San Bernardino *Sun*, and the Columbia *Record*. George Kohn, his partner, was for years advertising manager of the Columbia *State*.

THE Western Electric Co., one of the largest concerns in the country, has entered the advertising field in the most liberal campaign ever inaugurated to sell electric motors. Their copy is now going out through the Long-Critchfield Corporation of Chicago.

MILO W. WHITTAKER, publisher of the Jackson, Mich., *Patriot*, is actively interested in the Jackson Printing Press Company, a new concern which is now at work upon its first press.

EVAN JOHNSON, for eleven years connected with the *American Stationer*, has succeeded Edward C. Thurnau as secretary and treasurer of the Office Appliance Company, and becomes advertising manager of Office Appliances.

THE annual Harvest Number of the weekly edition of the Kansas City *Journal*, the biggest issue of the year, comes out October 10. A circulation in excess of a quarter of a million copies is promised.

THE White Enamel Refrigerator advertising is now placed through the Long-Critchfield Corporation of Chicago. Lists including liberal space in all leading magazines are now made up for the coming season and represent the largest advertising campaign ever made for a refrigerator.



Philip S. Bates, of the *Pacific Northwest*, Portland, Oregon, has been East again, with these girls from the State of Washington. And for May of next year he has another trip planned, and for September another. By that time it seems likely that all the farmers in the Northwest will have succumbed to the pleadings of his fair solicitors. Mr. Bates has made his publication one of the best known in the country among agricultural mediums, although it has but 16,000 subscribers.

THE Youngstown, Ohio, *Telegram* will issue a Sunday edition commencing October 6th.

THE Birmingham, Ala., *News* and the Oakland, Cal., *Tribune* have been elected to membership in the American Newspaper Publishers' Association.

EIGHTEEN pages were added to the October *Home Magazine* to take care of the advertising. A hasty examination of the magazine reveals about eighty-two columns of advertising. In October, 1906, forty-one columns were carried. In one year this periodical has been placed away up among the magazine leaders.

THE Philadelphia newspapers are nothing if not progressive in the matter of billboard advertisements. The *North American* has them all beaten to a frazzle when it calmly announces "Last news of the entire world." One might wonder who would be left to read it, but the Philadelphia newspaper press have many a strange scheme up their sleeve; or this declaration may only be a haughty indifference to syntax.

"Reason Why" Recently appeared in the Copy.

New York *Herald* and other metropolitan papers a full page advertisement of the "Jamaica Estates," a new real estate proposition that is being offered to New York investors and home seekers. In three lines across the top of the page was the following mysterious heading: "LOCK TEN MEN IN A ROOM AND INSTANTLY A LEADER APPEARS—ONE WHO DOMINATES—ONE WHO CAN TELL YOU THE REASON WHY."

The oddity of the caption first attracts the attention, but it does not interest you in the text that follows, which has no relation whatever to the caption. Probably the writer of the advertisement would assert that the heading was meant to arouse curios-

ity—and it does—as to the sanity of the adwriter.

If he had tried to get as far as possible from all reason or logic he could not have succeeded better. It is a sad reflex upon what the ad constructor believes to be "reason why" copy.

"Lock ten men in a room and a leader appears." Ten do not constitute a jury, so the necessity of a leader or foreman is not apparent, and there seems no reason for the incarceration. Why lock them in a room to find a leader—even a ward leader? This leader will be "one who dominates—one who can tell you 'the reason why.'" Presumably, why they were locked in the room. One cannot put any other construction on the closing of the sentence.

Our friend the adwriter here is evidently not skilled in the art of attracting attention in a natural way. He has to resort to freak phrases and odd verbiage to effect his purpose. But I wonder how many of those who read the above ad—and were not interested in advertising—took the trouble to read any further. The inane vapidity of the caption must have crushed their interest at the start.

This page advertisement in the *Herald* alone must have cost over \$600, and probably \$3,000 to \$4,000 were spent on the advertisement on that one day, rather too much to expend on exploiting "reason-why" arguments like the above, which simply set us wondering "why" a little more "reason" was not put into them by the expert who had charge of the publicity.

It has been suggested that the caption contains an actual fact, rather ambiguously put before the public. It is hinted that the board of directors of Jamaica Estates were all locked in a room until one of them could produce a good striking, convincing advertisement. If the one above quoted proved to be the best advertisement it is to be hoped that the other fellows are still locked in the room—and that they will be kept there.

BUSINESS GOING OUT.

M. D. WHEELER THURSTON, New York, is asking for rate cards from daily papers.

N. W. AYER & SON are placing copy for the Standard Index Card Company, of Philadelphia.

C. B. HUNT, New York, is asking rates from daily papers for the Boston & Maine Railroad.

E. P. REMINGTON, New York, is sending copy to daily papers advertising the Bureau of Navigation.

THE O. J. Koch Agency, Milwaukee, is placing the advertising of the Gittleman Brewing Company with dailies.

GENUINE Bangor Slate is being advertised in newspapers in small eastern towns by J. Walter Thompson, New York.

THE Bon Ami advertising for the fall season is being sent out by the A. W. Erickson Advertising Agency, New York.

THE advertising of Kops Brothers, New York, makers of Nemo corsets is being placed by J. W. Morton, of that city.

ADVERTISING for the Globe Company, Dayton, Ohio, is going to daily papers through the Munn-Romer Agency, Columbus.

J. WALTER THOMPSON, New York, is placing advertising for Peter Henderson, seedsman, New York, with small weekly papers in eastern States.

THE Blaine-Thompson Agency, Cincinnati, is renewing old and making new contracts with daily papers for the Kargon Company, patent medicine.

THE ClaguePainter-Jones Agency, Chicago, wants to use space in newspapers to the extent of \$25,000 to advertise Bro-Mint. The papers are to receive bonds in payment for space, the bonds to be redeemed for their face value should the advertising prove successful. "Further deponent saith not."

THE Bobbs-Merrill Company, of Indianapolis, will spend \$20,000 during the next two months in newspaper advertising for the *Reader* and *Home Magazine*.

E. F. DRAPER, New York, is using space in daily papers for the Morgan Drug Company, Brooklyn, 1,000 inch contracts, to advertise Palmer's Success Remedies.

ALBERT FRANK & COMPANY, New York, are using space in the *Ladies' Home Journal*, *Saturday Evening Post*, *Youth's Companion*, *Cushman's Six* and other publications for the Crest Trading Company, New York, copy beginning in October and running to about February, eight to ten inches.

JOSEPH C. WILBERDING, the eastern representative of the *Chicago Tribune*, has resigned from that position as he wishes a larger field in which to work and is not content to represent but one paper. He leaves the *Tribune* with the best of feeling on both sides and has received a very substantial check from Medill McCormick, the publisher, in appreciation of past services. Mr. Wilberding will start out with the Washington, D. C., *Herald*, and expects shortly to add one or two other good papers.

INQUIRY ANSWERED.

WASHINGTON, D. C., Sept. 19, 1907.
Editor of PRINTERS' INK:

Will you kindly advise us, direct or through the Little Schoolmaster, the names of the prominent newspapers, magazines or publications, accepting advertising, that refuse to disclose their circulation?

Respectfully,
HAROLD W. PHILLIPS' SERVICE.

Exactly this sort of information is contained in the 1907 edition of Rowell's American Newspaper Directory, which sells for \$10, delivered free of charge. The book will be sent to any address upon receipt of this amount.

WHAT ONE ADVERTISEMENT DID.

Editor of PRINTERS' INK:

Being natural in an advertisement, and talking the plain truth sometimes prove effective methods of reaching the public ear. Some time ago I had occasion to solicit some financial advertising from Wallace D. Scott, at 1402 Broadway, New York, who was the fiscal agent for the Penn-Idaho gold mine, located in the State of Idaho, and named as it was because a large number of stockholders were in the State of Pennsylvania. This was in November last, and the occasion of my call was to solicit his business for the special mining edition of the Philadelphia Press. After having been told that the Press had recently made

"Why don't you tell the public that?" I asked.

"Tell them what?" he replied.

"Just what you have said. Tell them that you would be 'tickled to death' to have your ore run \$7 per ton. But wait a minute; I will write you an announcement here on this desk." Suiting the action to the word, I sat down then and there, and wrote an advertisement which, it appeared to me, was about as plain a statement regarding the truth of gold mining as could be written. I turned it over to Mr. Scott, and he read it with interest.

"All right," he said, "run that in the mining edition apart from other mining advertising; make it occupy fifty lines double column, for which

To the Investing Public

THE TRUTH ABOUT GOLD MINING

Some Important Facts About Which the Public is Talking and Which Should Interest You.

Don't be deceived about any ore running \$500 per ton. It doesn't do it. Ore at that price in a company capitalized at \$50,000,000 would be worth \$3000 a share.

Yet you see gold stocks selling at 30 cents, claiming to have ore running \$500. Don't you believe it!

Here is Our Proposition

We would be "tickled to death" if our ore averaged \$7.00 per ton, yet our ore is as valuable as any ever mined. This is the truth, and the leading mining experts will tell you so.

Among the officers of this company is Judge J. H. Richards, who is President of the American Mining Congress. He has done more to kill wild-cat mining than any man in America. Others associated are of equal prominence. We have many solid people in Pennsylvania, whose names appear in our literature.

Our stock to-day is selling at 50 cts per share. It will advance to 60 cts Dec. 1.

We return the original amount invested, plus 8%, within the first year.

Organized and chartered under the laws of Idaho, the strictest in the country. Capital, \$8,000,000, and we have only \$500,000 Treasury Stock for sale, to provide funds for a 500-ton mill. Send for particulars. They are interesting and tell the truth.

WALLACE D. SCOTT

Gen'l Counsel and Fiscal Agent, 1402 Broadway, New York

a specialty of mining advertising, Mr. Scott replied:

"Yes, I know that the Press is a good paper, but how in the world can I go into a special mining edition where so many stock propositions are offered, and where impossible claims are made regarding the value of ore mined? I have seen some of the most absurd and impossible statements regarding the value of ore mined at Goldfield and Tonopah. For any man to say that any developed gold mine will turn out ore running \$500 a ton seems so ridiculous to me that I am disinclined to put any statements of my own before the public that would even attempt to refute these absurd claims. Now, I would be 'tickled to death' if our ore would average \$7 per ton, and yet I know that our ore is as valuable as any ever mined."

I will pay you \$25, and give you a check in advance."

The following week I called upon Mr. Scott, supposing that he might want to repeat his advertisement. Too busy to see me. Four weeks later I had the pleasure of a second interview with Mr. Scott, and he informed me that the advertisement had drawn so well that he had sold out the first block of \$500,000 of the Penn-Idaho stock, which was all he had to dispose of, and that he was now on his way to Europe. He did no other newspaper advertising, nor advertising of any kind, and I take it for granted that nobody will dispute that this is one of the most remarkable proofs of the pulling powers of a newspaper ever presented. It may be that the Pennsylvania stockholders got together upon the statements contained in the

original one hundred line advertisement, together with what they found in the way of truth as contained in the literature of the Penn-Idaho Co., and thus among themselves were able to dispose of this block of \$500,000 in treasury stock, with only one advertisement upon which to base it. I append herewith the advertisement in question, in order that its perfect simplicity may be more properly understood.

CHARLES THOMAS LOGAN,
With The S. C. Beckwith Special
Agency, New York.

BOOKLETS.

Three artistically printed booklets come from the Thomson Printing Company, of Philadelphia, designed to advertise a brain-work printing shop. In this they can hardly fail to be successful, for they are examples of the best in booklet printing.

Wadhams & Kerr Bros., grocery jobbers of Portland, Oregon, put out a catalogue and price list which is "different." The bottom of pages, which were short of copy, have been admirably filled with advice which any grocer may profitably follow.

The Chamber of Commerce, of Roanoke, Va., has issued a carefully compiled booklet containing information for the guidance of prospective residents. Some of the points discussed are climate, water supply, and manufacturing, commercial and educational advantages.

A bank booklet, entitled "The Bank with a Record," has been issued by the Mellon National Bank, of Pittsburgh. The manner in which the bank's story is sub-divided deserves commendation. Space is given to the bank's record in organization, growth, service, profit and conservatism.

The *Army and Navy Journal* has issued a little booklet which has a true military flavor. The booklet is quite unpretentious, but is very apt to secure attention because of the unfinished sentence upon the cover:—"Sir! I have the honor to report—" Most anybody will turn the page to read the report.

A booklet which has the saving quality of humor, without loss of real advertising value, is the "Diary of a 'Daisy' Boy," prepared by the O. J. Mulford Advertising Company, Detroit, for the Daisy Mfg. Co., Plymouth, Mich., makers of Daisy air rifles. Any boy who will not read the diary to the finish is peculiarly made, and if he doesn't want a "Daisy" after that, he must be a "dead un."

If the latest booklet from the Burroughs Adding Machine Company doesn't have difficulty in reaching the trash-basket, the Little Schoolmaster will be surprised. The booklet is entitled "Cheer Up and 52 Reasons Why," and is decidedly different in

form and contents from the general advertising booklet. Every page has, at the top, a single reason why a Burroughs machine should be used, and below, in fine type, this reason is commented on in an aphoristic way which is bound to hold attention. Each page has a drawing which pointedly illustrates the text.

MR. SMALL WAS NOT TO BLAME FOR THE ELECTRICAL COW.

CHELSEA, Mass., Sept. 19, 1907.
Editor of PRINTERS' INK:

In the somewhat careless composing of my "Electrical Cow" letter of August 20, published by you September 11, I find that I have given the impression that I was the author, architect, designer and composer of the advertisement. I enclosed with my letter of above date, asking for your criticism, which you kindly gave.

I have also received letters from friends who also, by the wording of my letter, thought that I was guilty of the perpetration. Not that the advertisement is bad, but because I do not aspire to sail under false colors is the reason for this epistle.

Yours sincerely,
EDWIN E. SMALL.

EITHER NEW YORK OR CHICAGO WOULD BE BOUND TO REACH THEM.

CLEVELAND, Ohio, Sept. 20, 1907.
Editor of PRINTERS' INK:

DEAR SIR—Is it the best kind of advertising for a publication to not state in its advertisement its business address? Every once in a while publishers in their advertisements in PRINTERS' INK fail in this, to us, important particular.

I suppose I ought to know the publication office of *System*, but the fact is that I do not, and if I should wish to correspond with *System*, I should be obliged to inquire of you for their address, or to buy a magazine at the news-stand.

Yours truly,
O. L. DORV, Manager,
Manufacturers' Oil & Grease Co.

"HOPE SPRINGS ETERNAL IN THE HUMAN BREAST; MAN NEVER IS, BUT ALWAYS TO BE BLESSED."

HORN-BAKER ADVERTISING COMPANY,
KANSAS CITY, Mo., Sept. 17, 1907.

Editor of PRINTERS' INK:

In a few days you will receive a copy of our new journal, *Advertisers' Magazine*. This new journal will cover general and mail-order advertising very thoroughly, and we expect to make it the best journal in its field in the country. We expect this new journal to absorb the *Western Monthly* with the October issue.

Yours truly,
HORN-BAKER ADVERTISING CO.,
Ernest F. Gardner.

Facts—

THERE are very few Advertising Agencies in America handling as much **general** advertising—newspaper and magazine accounts—as the Long-Critchfield Corporation.

The Long-Critchfield Corporation is securing more new business—is growing more rapidly—than any Advertising Agency in America.

The Long-Critchfield Corporation prepares and places more advertising which brings direct—*tangible* results than any Advertising Agency in America.

The Long-Critchfield Corporation was the first American Advertising Agency to maintain a complete Registration of Results—a Registration which extends over a period of fourteen years.

The Long-Critchfield Corporation renews a larger percentage of accounts—year after year—than any Advertising Agency in America.

The Long-Critchfield Corporation has more successful advertisers as clients than any Advertising Agency in America.

The Long-Critchfield Corporation places a larger volume of strictly high-grade—legitimate advertising than any Advertising Agency in the West.

The Long-Critchfield Corporation handles 70% of the Agency Agricultural Advertising in America.

The Long-Critchfield Corporation works on the principle that it is better to satisfy *old* customers—and *keep* business—than it is to *neglect* old customers in the search for *new* business.

The Long-Critchfield Corporation offers Advertisers the Most Complete Advertising Service in America—the fundamental principle of this Service being the maintenance of the best and highest-salaried

Long-Critchfield

Most Complete Advertising

Newspaper, Magazine, Mail Order, Agricultural,

156 Wabash Avenue, Chicago

For Advertisers

Copy Staff in existence—plus the most conscientious personal attention of a member of the Corporation to each account.

There must be some very good reasons to account for the fact that the Long-Critchfield Corporation handles, among its extensive clientele

- the largest Electric Motor account in the country
- the largest Correspondence School account in the country
- the largest Stove account in the country
- the largest Automobile account in the country
- the largest Organ account in the country
- the largest Paint account in the country
- the largest Confectionery account in the country
- the largest Steel and Wire account in the country
- the largest Farm Implement account in the country
- the largest Carriage and Buggy account in the country
- the largest Wagon account in the country
- the largest Fork and Hoe account in the country
- the largest Incubator account in the country
- the largest Cream Separator account in the country
- the largest Scale account in the country
- the largest Harvesting Machinery account in the country
- the largest Cereal account in the country
- the largest Refrigerator account in the country
- the largest Household Supplies account in the country
- the largest Roofing account in the country
- the largest Telephone account in the country

These accounts represent widely dissimilar enterprises—among them are many of the most prominent advertisers in America.

There *must* be reasons—very good reasons—why these accounts are handled by the Long-Critchfield Corporation.

A member of our Corporation can explain these reasons *to you*—can show *you* reasons why Long-Critchfield should handle *your* advertising.

We solicit an appointment for a member of our Corporation to call on you.

Corporation

Service in America

Bill Board and Street Car Advertising

150 Nassau Street, New York

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,896 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to **THE EVENING AND SUNDAY STAR.** Average, 1906, 30,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago (◎◎). Actual average circulation for 1906, 18,866.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average August, 1907, 8,067; weekly, 17,706 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎), Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—An authority of the first order.—*Tribune, Charleston, W. Va.*

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the **NEW YORK HERALD** first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE.**

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 8,200 weekly. **McGRAW PUBLISHING COMPANY.**

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 30,791 (◎◎.) Specimen copy mailed upon request. **D. T. MALLETT, Pub., 353 Broadway, N. Y.**

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. **McGRAW PUBLISHING COMPANY.**

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent interior and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,827. **McGRAW PUBLISHING COMPANY.**

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of **The Daily Press**, for 1906, 100,548; **The Sunday Press**, 137,163.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, large-circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎), Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

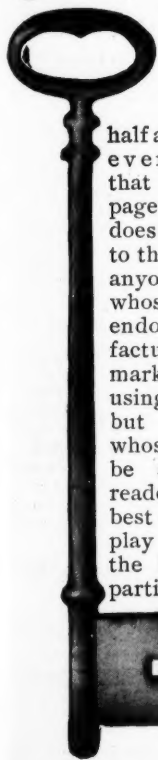
WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

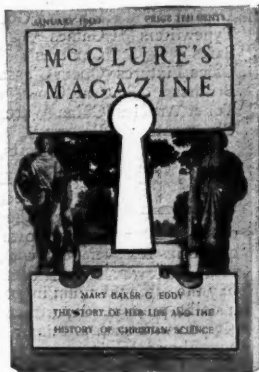
THE HAT FAX HERALD (◎◎) and the **EVENING MAIL.** Circulation 15,568, flat rate.

"The Key to the Marketplace of the World"



means simply the privilege of advertising in McClure's. "The Key" is a knowledge of the rates coupled with a knowledge of the restrictions. McClure's Magazine is personally responsible to every one of its

half a million buyers for every announcement that appears in its pages. Therefore, it does not offer the "Key to the Marketplace" to anyone whose wares or whose words it cannot endorse. No manufacturer can enter this marketplace without using the right Key, but to manufacturers whose goods ought to be sold to McClure readers is offered the best opportunity to display their goods before the best buyers of half a million homes in a particularly attractive way. Ask for "The Key to the Marketplace."



CURTIS P. BRADY, Adv. Manager

44 East 23d Street, New York

FREDERICK C. LITTLE } Western Representatives,
FREDERICK E. M. COLE } Marquette Bldg., Chicago

EGERTON CHICHESTER, New England Representative, Penn Mutual Bldg., Boston

WE SUPPLY
PREMIUMS
 TO OVER 1000 CONCERNS

We design and install premium plans for
 any business, with or without the
 use of premium vouchers.

OUR CUSTOMERS

Millers, Manufacturers of Soap,
 Cereals, Drug Specialties, etc.

Publications, Wholesale Grocers,
 Coffee Roasters, Spice Grinders,
 Retail Tea Merchants, Distillers,
 Tobacco, Cigars, Baking Powder,

OUR PREMIUMS

Rubber Goods
 Clocks
 Desks
 Typewriters
 Safes
 Office Fixtures
 Brushes
 Toilet Articles
 Ornaments

Bronzes
 Mirrors
 Sporting Goods
 Games
 Cameras
 Opera Glasses
 Cut Glass
 China Ware
 Pottery

Leather Goods
 Jewelry
 Trunks
 Cutlery
 Household Articles
 Pens
 Silverware
 Watches
 Smokers' Articles
 Musical Instruments
 Lamps
 Chafing Dishes

Books
 Harness
 Wagons
 Automobiles
 Umbrellas
 Rugs
 Art Squares
 Portières
 Blankets
 Hammocks
 Furniture
 Sewing Machines

Go-carts, Bamboo Goods, etc.

OUR PLAN

We will sell one premium at a time or 1000. We deliver to you or to any one you specify; thus you get the advantage of our tremendous stock without tying up any of your own capital whatever. As we buy in enormous quantities for over 1000 concerns, we get rock bottom prices, and can furnish **any one premium** to you at much less cost than you could buy the same premium in **gross lots** elsewhere. We will design and install a premium department for you at no expense whatever, and supply you with such printing as you may need (coupons, catalogs, etc.) at what they actually cost us. We can supply you with a large, profusely illustrated 40-page catalog, bearing your own imprint, at $\frac{1}{4}$ of the price that you could print the catalog for yourself.

OUR CATALOG

Our catalog shows our complete line. It's free for the asking. When writing please give details of how you are now using, or contemplate using, premiums. We may be able to give you some helpful suggestions.

THE JOHN NEWTON PORTER CO.

(JOHN NEWTON PORTER, Pres.)

PREMIUM SPECIALISTS

Operators of the Manufacturers' Trade-Mark Association, issuing the well-known
 UNIVERSAL COUPON.

Address DEPT. I,

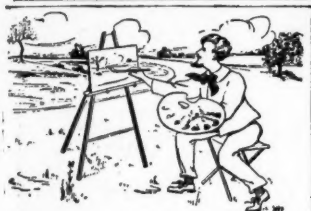
253 BROADWAY, NEW YORK

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

However widely known a concern or its products, care should be taken in its advertising, since the audience is naturally large and as naturally exacting. Reputation is sometimes elusive and easily dispelled. One of the South's most brilliant writers was a man who cared little for personal appearance. His garb in public was little short of disreputable. A very ardent admirer of this poetic genius, after meeting him, made the following



ARTISTIC enthusiasm finds plenty of room, during summer and fall days, for outdoor sketching, makes the most of pleasant weather, and goes furnished with Devoe supplies.

Colors, canvas, boards, brushes, pencils, easels, palettes, stools, umbrellas: the things artists need; Devoe on them; the mark of quality.

Ask your dealer for Devoe;
or send to us. Address,
Department E.

Devoe

176 Randolph Street • Chicago
Elston and William Streets • New York
1214 Grand Avenue • Kansas City

No. 1.

remark: "Ugh, I have always been fascinated by that man's works but I can't enjoy a line he writes now that I've seen him."

The Devoe concern sell artists' materials. They are good materials and they deserve the enviable reputation they enjoy, but

when they are advertised by a silly little sketch, as shown in their magazine design, it seems as incongruous as hitching a Kentucky race horse to a sprinkling cart. Artists buy of Devoe.



No. 2

It must amuse them when they see the miserably executed advertising design that heads the advertisement, and illustration. No. 2 is only one of many adaptations of the idea that might be attractively presented.

* * *

The general make-up of the New York Belting & Packing Company advertisement suggests chaos and lack of intelligent arrangement. One of the most successful advertising men in this country and one proficient in publicity work made this statement at a dinner not long since: "The man who plans the largest

or the smallest advertising design requires many of the attributes of an experimental chemist. He must have the ability to put in just so much of this and just so much of that to bring about the required result. Just as you would hesitate to have a prescription for a sick patient made up by a rank amateur, so an advertiser should be wary of his

grand stand packed, and the sprinters went around the track in record time. Strange to say, young Pat was the last to cross the wire. "Phwat did yez make a showin' loik thot fur, afther all yer talkin'?" exclaimed the peppery and disappointed parent. "Yez run last."

"Shure, Oi did, Dad," said young Pat, "but yez jest watch me next time."

When an advertiser buys an entire page in a more or less expensive trade magazine and uses it only to tell the reader what he "will put in it," next time, our sympathy goes out to Pat's father with wholesome sincerity. It is very doubtful whether any reader would take the trouble to remember this unique announcement for 30 days. There have been cases where "freak" advertising has won out. For weeks

EXPERIENCED ENGINEERS CONSIDER THE FAMOUS COBB'S HIGH PRESSURE SPIRAL PISTON & VALVE STEM PACKING AS THE STANDARD OF PACKINGS.

FOR GENERAL HARD SERVICE THE MEN WHO HAVE GROWN OLD AT THE SIDE OF AN ENGINE WOULD NOT USE ANY OTHER. THEY KNOW ITS VALUE.

GIVE IT A TRIAL AND BE CONVINCED. SEE THAT THE PACKINGS & ROSES HAVE THIS LABEL ON THEM.



MANUFACTURED EXCLUSIVELY BY THE
NEW YORK BELTING AND PACKING CO. LTD.
91-93 CHAMBERS STREET
NEW YORK

BRANCH OFFICES:
CHICAGO, 25 N. LAKE ST. ST. LOUIS, 210-220 CATERPILLAR ST.
PHILADELPHIA, 10-12 N. 7TH ST. BOSTON, 222 CORNHILL ST.
SAN FRANCISCO, 100 MARKET ST. LOS ANGELES, 300-310 4TH AVE.
HARTFORD, 100-110 MAIN ST. BIRMINGHAM, 100-110 4TH AVE.
INDIANAPOLIS, 100-110 4TH AVE.
CINCINNATI, 100-110 4TH AVE.
COLUMBIA, 100-110 4TH AVE.

COBB'S PACKING IS ESPECIALLY ADAPTED TO HIGH SPEED AND THE HIGHEST PRESSURE. THE RUBBER LIP IS 20 AND 40 IN. PROOF AND WILL NOT HARDEN.



THE LUBRICANT EMPLOYED IS THE RESULT OF MOST SCIENTIFIC RESEARCH AND IS ABSOLUTELY FREE FROM GRIT OR ALCAL.

advertising prescription. You want someone who knows how to 'Mix'—and in the right proportion. An improper dose may be fatal to the patient."

How much more concise and interesting this design would have been had a suitable and simple mortise been provided for all the copy, black type on a white background, and the illustration—which, by the way, is very poorly drawn—so arranged as not to cut up the reading matter.

* * *

A young Irishman, the pride of his father's heart and a promising collegiate, had been training for a foot race some twelve weeks. He talked of little else and the old man finally became enthusiastic himself, hoping that his son would win. On the day of the great event the father was on hand. The crowd was large,

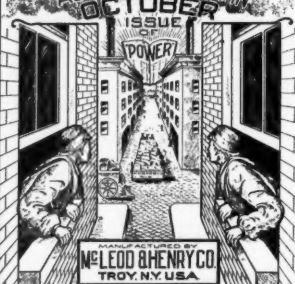
expensive space is occupied by a single mysterious word, but the serious and altogether conservative steel business, in any of its manifold branches, has no such trivial privilege. People do not like to wait. This is an excitable, nervous, age and it is asking too much to require a reader to follow up a disjointed advertising scheme through the winding periods of its development.

LOOK FOR "STEEL MIXTURE"

BOILER EQUIPMENT

ADVERTISEMENT IN OCTOBER ISSUE

POWER



MANUFACTURED BY
W. L. EDD & HENRY CO.
TROY, N. Y. U. S. A.

Can YOUR Printer Equal these Prices

¶ Just spend a moment going back over your old printers' bills and compare the prices he made you with those quoted below. ¶ Only the other day we were called in to figure on a million lot of circulars. Our price was \$1.25 per M, while the bid of our nearest competitor was \$2.00. Now, 75c. a thousand on a million run amounts to quite a large sum. ¶ And, mind you, we knew nothing about competitive prices until after we handed in our figures. We simply figured cost and then added a small profit, and the result saved the concern nearly a dollar a thousand.

¶ We have one of the very finest equipped plants in the country. Every machine is of the very latest pattern. In some of the departments we have machinery that has only recently been invented—machinery not possessed by another commercial printing plant in the West—machinery that is as far ahead of the old as the fountain pen is ahead of the old goose quill. ¶ We own our plant and it is new, clean, large, light, and perfectly ventilated. And it is laid out, built, equipped, and manned exactly as a printing plant should be if it is to turn out a fine quality of work at a very low price.

Carefully Examine These Prices

If your printer can beat them he is entitled to your work.
You will find that the saving is a worth-while one.

8-Page Booklet

(SIZE OF PAGE 6x9)

One Color of Ink. Fine Grade of Paper

5 M	-	-	\$31.50
10 M	-	-	49.25
25 M	-	-	108.50
50 M	-	-	164.50

16-Page Booklet

(SIZE OF PAGE 6x9)

One Color of Ink. Fine Grade of Paper

5 M	-	-	\$50.50
10 M	-	-	74.00
25 M	-	-	175.00
50 M	-	-	246.00

Additional thousands, each - \$2.75

Additional thousands, each - \$4.50

¶ These prices include composition, printing in one color of ink, binding and trimming and paper stock. The paper on which these prices are based is one of the very finest grades of S. & S. C. Book. If, after seeing a sample, you decide that you want something better, we will supply any paper you may select, charging only the small difference between the cost of the paper we figure on and the paper you select. ¶ Possibly you have recently had a booklet printed. If so, it will be an easy matter to compare the price. Or if yours was a circular or a catalog, send us a sample and we will give you figures on any quality for comparison with those you paid. ¶ At any rate do something—get in touch with us and let us figure with ANY PRINTER ON ANY JOB. ¶ Better do this now while you think of it, for our prices are figured much too close to permit our doing extensive advertising, so you will probably not see our announcement again for some time. **We can print anything from a postal card to a dictionary.**

CLINIC PUBLISHING COMPANY

1455 E. Ravenswood Pk.

CHICAGO

"AND BETTER HAD THEY NE'ER
BEEN BORN,
WHO READ TO DOUBT, OR READ
TO SCORN."

"ADVERTISERS' WEEKLY,"

All the news that interests editors,
publishers, advertisers. All the
ideas that help publicity in
any of its branches.

Edited by William Borsodi.

SCRANTON, Pa., Sept. 20, 1907.

Editor of PRINTERS' INK:

Put us on the exchange list if you
believe you should.

We are going to mail, during the
next two weeks, besides the ten thousand
copies of the paper itself, a large
number of circular matter to all
classes of advertisers, and such as
ought to advertise.

If you have no objections, we should
like to offer our paper in combination
with yours. What will you charge
us?

Any courtesy you will extend us
will be reciprocated by,

Yours very truly,

"ADVERTISERS' WEEKLY."

A FREE PRESS.

And let me suggest in all seriousness,
would it not be well to lay before
Congress a bill reducing the
postage rate on newspapers and periodicals
to one-half cent per pound,
repeal the duty on paper, repeal all
restrictions upon circulation of the Public
Press, allow the giving away of
literature that would meet the needs
of those too poor to buy it, thus to
influence the masses and render them
fit citizens of our Republic. Washington
declared for no postage on the
Public Press; could we have a better
guide? Allow the influence of the
Press to become universal, make it an
instrument to raise the average level
of citizenship that is being lowered by
the arrival of every shipload of ignorant
foreigners, who otherwise it will
be difficult or impossible to assimilate.
Instead of going back, let us go
forward.—Wilmer Atkinson.

It is better to take things as they
come than to miss them as they go.—
Burba's Barbs.

Advertisements.

Advertisements in "Printers' Ink" cost twenty
cents a line or forty dollars a page (12 lines)
for each insertion, \$10.00 a line per year. Five
per cent discount may be deducted if payment
accompanied copy and order for insertion
and ten per cent on yearly contract paid
wholly in advance. If a specified position is
demanded for an advertisement, and granted,
double price will be charged.

WANTS.

ILLUSTRATED FARM SERVICE for dailies.
Page mats or any way to suit. ASSOCIATED
FARM PRESS, 112 Dearborn St., Chicago.

THE circulation of the New York World,
morning edition, exceeds that of any other
morning newspaper in America by more than
100,000 copies per day.

WANTS TO BUY

Farm or story paper of 1,000 to 5,000 circulation.
BOX 221, Auburn, Maine.

A D-WRITER, thoroughly experienced in ad-
vertising agency work, wants position.
Familiar with rates, orders, management. Ad-
dress "F. D.," Printers' Ink.

NEWSPAPER AD WRITER—versatile, origi-
nal, experienced—seeks engagement with
first-class retailer or advertising agency. Ad-
dress "W. N. Y.," Printers' Ink.

COLLEGE man, recent graduate, to learn
business with high grade firm; first class
opportunity for advancement. Write to-day.
HAPGOODS, 305 Broadway, N. Y.

ADVERTISER, thoroughly experienced, won't
like to take up Canadian branch of a
advertising agency. W. SPENCER, 356 B. A.
moral Street, Winnipeg, Canada.

ALL around advertising man (29), devoting
his time to large manufacturer, desires
another similar position. Ten years' agency
experience. "FRANCIS," care Printers' Ink.

BOOKKEEPER with bank education and
ability to do any office-work, and Adver-
tising, English and German. Powell graduate,
offers his services for \$25 a week.

"J. R.," 229 E. 72d Street, New York.

EDITOR

Fully equipped and experienced, editorial man-
ager and writer, desires position in charge of im-
portant newspaper. "HAMILTON," Printers' Ink.

PRACTICAL NEWSPAPER MEN WANTED to
fill desirable positions now open. We can
give every capable man the opportunity for
advancement. Send for free Booklet No. 7.
FERNALD'S NEWSPAPER MEN'S EXCHANGE,
Springfield, Mass.

ARE YOU LOOKING for a high-class editorial
writer of wide experience and ability to
make your readers "sit up and take notice"?
If so, let us deliver the goods, and will be glad
to furnish all information upon application.
"C. X.," Printers' Ink.

EDITOR FOR TRADE PAPER WANTED—One
who can cover mechanical descriptions of
office devices and interview manufacturers.
Must be conscientious, sober and willing. \$30 to
start. Address "CHICAGO PAPER," care of
Printers' Ink, New York.

ADVERTISERS' MAGAZINE—THE WEST-
ERN MONTHLY should be read by every
advertiser and mail-order dealer. Best "School
of Advertising" in existence. Trial subscription
ten cents. Sample copy free. THE WESTERN
MONTHLY, 815 Grand Ave., Kansas City, Mo.

50 Ad-Writers Wanted

by an Advertising Agency for its various
branches—graduates and students of advertising
will be given due consideration. Address "IN-
TERNATIONAL," Sue Station 16, Buffalo, N. Y.

WANTED—By the Publication Department of
a large Electrical Manufacturing Company.
Technical Writers who can prepare manuscripts
for publications from data supplied by en-
gineers and salesmen, and write articles for the
trade journals. Some knowledge of electrical
matter is necessary, but experience in writing
for publications is the prime requisite. Address
"C. B.," Printers' Ink.

YOUNG MEN AND WOMEN
of ability who seek positions as ad-writers
and ad-managers should use the classified col-
umns of PRINTERS' INK, the business journal for
advertisers, published weekly at 10 Spruce St.,
New York. Such advertisements will be inserted
at 20 cents per line, six words to the line. PRINT-
ERS' INK is the best school for advertisers, and it
reaches every week more employing advertisers
than any other publication in the United States.

WANTED—Clerks and others with common
school education only, who wish to qual-
ify for ready positions at \$25 a week and over, to
write for free copy of my new prospectus and
endorsements from leading concerns every-
where. One graduate fills \$5,000 place, another
\$3,000, and any number earn \$1,500. The best
clothing ad-writer in New York owes his suc-
cess within a few months to my teachings. De-
mand exceeds supply.

GEORGE H. POWELL, Advertising and Busi-
ness Expert 471 Metropolitan Annex, New York.

THERE is an excellent situation open in the largest newspaper office in Schenectady for a first-class bookkeeper and office man. He must be thoroughly posted in newspaper office work and must be a first-class bookkeeper; age preferred about thirty. Address, stating references, SCHENECTADY GAZETTE, Schenectady, N. Y.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

3 PER 1,000. Less for more, any printing THE COIN WRAPPER CO., Detroit, Mich.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade. STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

ADVERTISING NOVELTIES.

EVERY conceivable kind, from all manufacturers. E. W. FRENCHE CO., New York.

BUY advertising novelties of the manufacturer; 2 samples, 10c.; Toothpick cases, \$30 per 1,000. Steel nail file, in leather case, \$30 per 1,000, your ad on. J. C. KENYON, Mfr., Owego, N. Y.

INCREASE YOUR BUSINESS

We have a plan to advertise your business by use of stickers. Send your name and address on your business stationery and we will send you absolutely free, a plan that will be especially adapted to your business, together with sample stickers and handsome catalog in colors.

ST. LOUIS STICKER CO.,
101 Pine Street, St. Louis, Mo.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages. 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

COIN MAILER.

2. 60 PER 1,000. For 6 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.

DISTRIBUTION.

Mr. Advertiser, Can't You Use It?

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so distributed or destroyed. WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
700 Oakland Bank Building, Chicago, Ill.

FOR SALE.

FOR SALE—Standard Auto Plate, in perfect order. "WEBSTER," care Printers' Ink.

FOR SALE—Simplex machine in excellent condition; now in operation. Address EVENING NEWS, Peekskill, N. Y.

ELLIOTT ADDRESSING MACHINE, 1 Stencil Cutter, 6 Cabinets (capacity 5,000 stencils each). 30,000 stencil frames all in perfect condition. J. S. IVINS' SON, 625 N. Broad St., Philadelphia.

FOR SALE—Interest in good paying afternoon paper in the South. Only afternoon paper in city of 25,000, with fine out-of-town subscription list. Address "NEWSPAPER," care of Printers' Ink.

ADVERTISING AGENCY FOR SALE

Owing to continued ill-health, owner must immediately dispose of agency specializing Mail Order Advertising and featuring Ad-Writing, Ad-Setting, Ad-Placing, Job Printing, Typewritten Letter work, Rubber Stamp making, etc. Excellent opening for Publicity man with brains and energy. For terms and full particulars, address BOX 1064, PITTSFIELD, MASS.

POSTAGE STAMPS.

I BUY at 3 off, unused, U. S.; e. o. d. R. E. ORSER, 2404 Milwaukee Ave., Chicago, Ill.

CUTS.

"CUTS" to make your adv. matter attractive, all shown in our booklet, 10c. a copy. ENTERPRISE SERVICE, 460 Park Pl., Bklyn, N. Y.

Porto Rico's

Importations from the United States have increased in value \$24,000,000.00 in the last ten years. Which proves—

That the greater portion of the Island's one million population is in a position to buy standard manufactured articles.

Many manufacturers in the United States have realized this fact and have advertised their products in Porto Rico with the best of results.

Long years of experience, coupled with an unexcelled advertising equipment, have placed us in a position to guarantee these results.

We will be pleased to furnish any information regarding Porto Rico on application.

THE ADVERTISING COMPANY OF PORTO RICO,

San Juan,

Porto Rico.

ADVERTISING MEDIA.

THE 1905 issue of the American Newspaper Directory shows that the average issue of the Troy (O.) RECORD in 1904 was 1,150. Average in 1903, 1,138.

PRINTERS.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Leclerc Building, St. Louis, Mo.

AGRICULTURAL and Newspaper Advertising. A. C. THEGEN AGENCY, 423 Drexel Bldg., Phila.

THE HICKLAND ADVERTISING AGENCY, 1029 Tribune Building, New York. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 36 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Prop'r. Est. 1877. Booklet.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 660 7th Ave., New York.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN AIRC ENGRAVING CO., Youngstown, Ohio.

WE make a specialty of half-tones and color plates for post cards. Send for samples and prices. BALTIMORE, Md., ENGRAVING CO., 24 S. Charles Street.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 818, Philadelphia, Pa.

PAPER

BASSETT & SUTPHIN, 63 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

BOOKLETS.

BOOKLETS 1 M. \$10 4 M. \$22
2 " 14 5 " 26
3 " 18 10 " 40
8 pages, 5 1/2 x 3 1/4. Good paper. Sample free. THOMAS H. STUART, 45 Rose St., N. Y.

BILLPOSTING AND DISTRIBUTING.

8,000 PASSENGERS DAILY

from Danville. Illinois Interurban Station Electric lines run through rich farming country and into the mining districts; rich farmers, well-paid laborers, the kind of people you want to reach. Advertising spaces, 2 1/2 x 3 1/2 inch., \$1 per month. R. C. PARKS, Danville, Illinois.

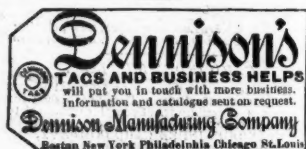
VARNEY & GREEN control the posting in more than thirty California towns and cities, including San Francisco, Oakland, Alameda, Berkeley, San Jose and others in the north; Los Angeles, Santa Barbara, Riverside, Redlands, San Bernardino and others in Southern California. San Francisco office, Stevenson near 14th St. Los Angeles office, 239 San Pedro St.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more than nine cut inks than any other ink house in the trade.

Special prices to cash buyers.

OFFICE PASTE prepared as needed. Bernard's Paste Powder mixed at will with cold water; cleaner, better and cheaper than mucilage. Two-lb. carton will supply average office 12 months. Mailed to any address for 50 cents; stamps. BERNARD'S PASTE DEPARTEMENT, Rector Building, Chicago.



Dennison's
TAGS AND BUSINESS HELPS
will put you in touch with more business.
Information and catalogue sent on request.
Dennison Manufacturing Company
Boston New York Philadelphia Chicago St. Louis

PATENTS.

PATENTS that PROTECT

Our 8 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. H. LACEY, Washington, D. C. Estab. 1869.

PRINTING.

OUR choice of printing consumers keep us continually busy. On receipt of your data, we can easily demonstrate whether or not your choice and ours is identical. Perhaps it may lead to mutually profitable business! Who knows! Why not write now! THE BOULTON PRESS, Drawer 94, Cuba, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

In the Fall

Is a good time to buy

A publication.

Several good ones now Available.

A Trade Weekly \$150,000,

A Mechanical Weekly \$100,000,

A Technical Weekly \$50,000,

A Mechanical Monthly \$15,000,

A Mercantile Monthly \$20,000,

A Trade Monthly \$15,000.

There are others down to \$2,000.

Write, 'phone or call.

EMERSON P. HARRIS,

Broker in Publishing Property,
253 BROADWAY NEW YORK.

PRINTERS' MACHINERY FOR SALE.

FOR SALE
TWO BROWN
FOLDING MACHINES

Used less than one year.

Address "W. J. K.,"
Box 968, Buffalo, N. Y.

TYPEWRITTEN LETTERS.

IMITATION
TYPEWRITTEN LETTERS

I operate the largest plant in the world for the production of Circular Letters, and turn them out by the thousands or million in any style of typewritten type, furnishing

TYPEWRITER RIBBONS
EXACTLY MATCHING.

Send for samples and prices. You will wonder how it is possible for me to produce such perfect work at so low a price.

To those operating their own Multigraph departments I am prepared to furnish supplies at the following prices:

Multigraph Ribbons, 8 inches wide,
black, blue, purple, green or red,
per dozen \$18
Typewriter Ribbons, exactly match-
ing, per dozen \$4

Special prices to large users.

M. M. ROTHSCHILD
Circular Letter Specialist
26 Fifth Ave., Chicago, Ill.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (©©) Greatest book of its kind. Published annually. 35th issue now ready; free. S. F. YEHR CO., 47w. and 49 Maiden Lane, N. Y.

POST CARDS.

Post Cards, \$5.85 per M.
from your photo.

We make our Biotone post cards from any photograph at \$5.85 Per single thousand. Lower rates for quantities. No better cards of the kind made by anyone. A fine advertising proposition. Send for samples. Address our nearest house.

BARNES-CROSBY COMPANY

25 MADISON ST., CHICAGO.
132-136 W. 14TH ST., NEW YORK.
214-216 CHESTNUT ST., ST. LOUIS.

POST-CARDS

MADE FROM YOUR PHOTOS

The Best  That's Made

SEND FOR CHICAGO FREE SAMPLES

CURT TEICH & CO. Inc. CHICAGO.

Largest Manufacturers of Post-Cards

Inks Right—Prices
Reasonable.

Please forward 100 pounds of your news ink. Kindly send some of your latest literature that we may know you are still doing business at the old stand and in your good old way. We are not large users of printing inks, but we have given you all our orders for several years, and shall continue to do so. *Your inks are all right and your prices very reasonable.*

F. A. FRY, Publisher News, Newport, Pa.

When ordering news ink it is necessary for the ink-maker to know the style and speed of your press, also the average temperature of your press room. A fast press ink will not work on a drum cylinder, and vice versa. Oftentimes, when this information is not given, we have to guess at it, and then there is a liability of trouble. My prices are strictly net cash f. o. b. New York.

25 lb. kegs,	\$1.75
50 " "	3.25
100 " "	6.00
250 " "	13.75
570 " bbls.,	25.00

Send for my sample book containing one hundred and twenty-five specimens of my best selling inks. Money back to dissatisfied purchasers.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street,

New York

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

FIDELITY LOAN Co.,
Bridgett Building, Room 306.
DANVILLE, Illinois.

Editor Ready Made Department:

DEAR SIR—Several years ago you very kindly criticised several advertisements for us, to our benefit, and we are taking the liberty to enclose several more, which we would like to have undergo the same operation, if same should seem desirable to you.

Through our manager, Mr. F. E. Tyson, we have been subscribers to **PRINTERS' INK** for a number of years, and read same, including your department, with much interest.

The cuts used on the enclosed ads are not stock cuts, but are drawn especially for us (they are used elsewhere later), and the ads are written partly by us and partly by Mr. Frederick Ward, of Chicago, who originates the cuts.

If agreeable to you we would like to have your criticism of the ads in connection with the cuts.

Thanking you in advance for your courtesy, we remain,

Yours very truly,

FIDELITY LOAN Co.,

(Signed) By F. E. Tyson, Mgr.

P.S.—These ads are only part of a long series and are aimed at some particular wants of the individual, usually, which we believe is now the accepted method of advertising for certain lines.—F. L. Co.

This is the easiest job I have had for a long time—and yet one of the hardest; for I have had to hunt for something to find fault with, where ordinarily faults stick out all over. They're good ads; perhaps the best; certainly among the best for this line, that I have ever seen. The cuts and subjects fit each other so well, and the series covers so many of the unexpected occurrences that call for ready money. I have no criticism to offer, unless it be that the type in some of them is too small for easy reading. I regret that a photographic reproduction to fit these pages would render the ads illegible, so we shall have to be content with the texts of three of them, and without the cuts which add so much to their force.

SICKNESS IN THE FAMILY.

Doctors and druggist and nurse's bills to pay? And you can't pay them?

Maybe on this account, too, you are depriving the patient of medical attention or care or some delicacy which he or she craves and which would doubtless assist in a prompt recovery. To neglect a patient in any of these ways may prove a serious matter and there is no excuse for it.

Of course the expenses in a case of illness frequently are heavier than the purse can stand, but if they could be paid out a little a month, for three or six months or a year, one's regular income would take care of the matter without difficulty. That's the way you can repay us, if you borrow the necessary money here. Pay all your bills and then you will have only one creditor to pay. Half the money you would pay to your creditors will satisfy us and make it easy for you.

We advance the money—privately—on furniture, pianos, horses, wagons, cows, etc., and the property stays in your possession. Better let us tell you about our easy terms and convenient plans.

FIDELITY LOAN CO.,
Room 306 Bridgett Building,
139 North Vermilion Street,
Open Saturday evenings until 9
o'clock. 'Phone 2688.

EVER ASK A FRIEND FOR MONEY AND GET TURNED DOWN?

Makes you feel pretty cheap, doesn't it? You "tipped off" your financial condition and didn't get the money. Makes you feel like going behind the barn and take a kick at yourself. We've been there ourselves.

Then is the time to see us. You'll find that we are ready to loan you money where others cannot or will not. And when you have repaid the amount you won't be under obligations to your friends.

We loan it to you—privately—on your furniture, piano, horses, wagons, etc., without removing the property. Any amount from \$10 upwards. Any time from one month to one year. You can get it to-day, if you let us know in time—at the best rates and easiest terms in the city. A square deal all the time.

Call, write or telephone us to-day.

FIDELITY LOAN CO.,
Room 306 Bridgett Building,
139 North Vermilion Street,
Open Saturday evenings until 9
o'clock. 'Phone 2688.

EXPENSIVE ECONOMY.

Extravagance is usually a very expensive game, but some kinds of economy are expensive, too. For instance, you may be saving up to buy a new outfit, while if you had the suit now and could make a more presentable appearance it might be the deciding

thing in securing a more desirable position or it might make an impression where it will mean money to you later on. There are other kinds of expensive economies, too; the above is just one instance.

If you need money now and know you will be able to pay later why not borrow the amount of us and pay us later—a little at a time, if you wish. There is a lot of talk about paying cash as you go and it is a good thing—sometimes—but if individuals and merchants all paid cash about two-thirds of the business of the country would disappear.

We loan from \$10 up on household furniture, pianos, horses, wagons, cows and other personal property without publicity, without removing the property and on the best terms and most convenient plans in the city. If you need money, try us and see. If we don't satisfy you, we won't expect you to patronize us.

FIDELITY LOAN CO.,
Room 306 Bridgett Building,
139 North Vermilion Street,
Open Saturday evenings until 9
o'clock. Phone 2688.

BANK OF DAKOTA COUNTY,
Oldest Bank in the County.
JACKSON, Neb.

Editor Ready Made Department:

DEAR SIR—Please tell me how you like the style of the ads in enclosed Bank paper for small town, where everybody knows everybody else?

Very truly yours,
(Signed) Ed. T. KEARNEY.

It's a good bunch, Mr. Kearney—a very good bunch—even for "a small town where everybody knows everybody." And just to prove it, I'm going to reprint a few of them right here:

Not so cold just now, but wait until December's bitter blast. Then, and much before, you will need one of the fine Robes, Blankets and Fur Robes we are stocked up with. Remember, anything in Harness, Robes or Saddles at or below Sioux City prices. Hand made Harness my specialty.

HANS KNUDSEN.

THE BUMPER CORN CROP

of '07 will demand more cribs to store it. We have the best line of cribbing in the county, and the price will suit, if you have inquired elsewhere. In fact, we are leaders for Lumber, Coal, Hardware, and can prove it if you call.

EDWARDS & BRADFORD LUMBER COMPANY,

OPEN THAT SAVINGS BANK ACCOUNT

in our bank now. Save the pennies now, and the pennies will save you by and by from want and misery and poverty. Get a home savings bank of us, and see how easy it is to save and forge ahead on the road to prosperity.

Be your own man, independent, not a hired man all your life. Independence of mind and body comes only from saving.

BANK OF DAKOTA COUNTY.

BUGGIES, BUGGIES, BUGGIES.

This is the month to buy that new buggy. Nice nights for riding. We have just received a full car load that must be sold at once. Can sell you, just now, a \$90 buggy for \$70, and good ones as low as \$40. When you buy at Hickey's, once, you will come again, sure.

M. M. HICKEY.

DON'T YOU NEED

a good farm wagon? I sell the Buerkens for only \$67.50. A valid written guarantee with each. Why so cheap? Because I buy in carload lots and take the cash discount. This discount is \$6.50 on each wagon, goes to you and brings you a good wagon cheap. I also give you the same benefit of cash discount on buggies. They start at \$40.

Extra Wagon Boxes.

I have a new, good one; combination hog and grain tight box for \$18. You will surely buy it when you see it.

JOHN RYAN.

And if there's anything the matter with that ad of your own—for getting right next to people and giving them that full feeling in the throat and that expanding sensation under the upper side of the vest—I can't find it.

VACATION TIME

finds one yearning for a trip and rest, and a little later, yearning a heap more to get back to work. The nice thing about a vacation trip, is the getting home again, for you realize as never before, "There's no place like home." When one has lived over twenty-one years in a town, each year the happiest of his life; when all of the people have given him their trust, confidence and business through thick and thin and times that tried men's souls; when you have seen their eager, helping hands stretched out on every side in sickness, sorrow and suffering, and with never failing charity to all; where you have yet to hear the first word spoken to you in anger, and you know that every man, woman and child is your friend, if you need a friend—it makes you feel "sorter" grateful, etc. Well, I should say so! Here's to good old Jackson, the only place on the map for me. If God ever made better people, better friends, better neighbors, he took them aloft ages ago. Just remember—

"That the happiest day of travel,
Is the day that you reach home."

Faithfully yours,

Ed. T. KEARNEY,

Of "The Bank That Always Treats
You Right."

BANK OF DAKOTA COUNTY,
Jackson, Nebraska.

Now, there's Shafer, of Louisville, Ky.; the Shafer that is boosting Jellico coal and making Button Bros.' grocery famous. Shafer has written a lot of good stuff, but, like most of us, he falls down once in a while. Not hard, but just enough to jar a little. Here's an introductory to one of his recent ads for Button Bros.—a big well-balanced, good looking ad. This introductory is all right except where it seems to become an admission that Button's is a high-priced place, and right there it becomes contradictory and unsatisfactory. Shafer says, "A month's buying at this store saves you about \$5 as compared to other high-priced stores." Now "other high-priced stores" certainly puts Button's in the high-priced class, yet every line of this introductory is framed to convey the idea that Button's prices are low. It seems to me that Shafer must have meant "other high-grade stores," or something like that. Very likely most readers will interpret it that way, and you will probably say that I am hypercritical, but we can't afford to become careless, even in these little things, for the habit is likely to grow on us like a wart, only with more serious consequences.

SUPPOSE YOU FOUND \$5 THIS MONTH,

and there was a probability of finding "A Five" every month in the year. You would be about "Sixty Dollars" ahead, wouldn't you? Could you use this much extra money? Do you realize that there are thousands of people in Louisville making money this way? It's awful easy—just shop at Button's and you'll begin finding "Fives" yourself. It's a fact. Our customers say so, they ought to know. A month's buying at this store saves you about "\$5" as compared to other high-priced stores. And "Our Foods" are just as pure—just as fresh—just as good—only a little less in price. Begin with us to-morrow. Special Prices for Friday and Saturday.

Appealing Strongly to the Desire for Having Things Done in an Orderly Fashion. From the New York Times.

The Man Who First Consults An Architect Is Lost—

lost to us—and we think lost to the best method of building. Lost, because once in the counsels of the architect he must travel in the same old way, the way of strife between the architect and contractor, the way of extras and dissatisfaction, the way of increased cost and divided responsibility.

There is a new way of building, a way of peace for him who wants to build a residence or a bank or library; for him who wants an old house remodeled or decorated; a way of peace, because he makes but one contract and that one with us, for everything from the first design to the final touch of decoration and furnishing; because he contracts to pay a guaranteed limit of cost for the entire work and because we guarantee to build at a limit of profit for our service.

Don't consult an architect till you have learned more about this new way of time and money saving.

We are the only exponents of this way, but we have been at it for years and everybody is satisfied.

Write, call or phone.

HOGGSON BROTHERS,
7 East 44th Street,
New York.
Telephone 1919 38th.

Lacks Only Price. From the Philadelphia (Pa.) Record.

Linoleum Remnants.

Get the length you have been wanting for that vestibule, bathroom or kitchen that needs new floor covering.

Reduced one-third to half.

Both Inlaid and Printed Linoleum, the accumulation of the past season's remnants and cut lengths. Good choice. Good quality. Good savings. A good time to buy.

STRAWBRIDGE &
CLOTHIER,
Philadelphia, Pa.

16 Edwin Street,
DORCHESTER, Mass.

Editor Ready Made Department:

DEAR SIR—I enclose you an ad which I have just clipped from a semi-trade paper issued by the New Haven Railroad Y. M. C. A.

It appealed to me chiefly on account of its brevity and consequent wit. I should like to know how it appeals to you.

Yours truly,

(Signed) J. C. OWERS, Agent.

I never was any "hand" to work out puzzles, so I always dodged that department of the rural and juvenile press which seems to have such a fascination for some people. And now, as I grow older and busier, I have an aversion for puzzles, such an aversion that they offend me on those occasions when the make-up man is so careless as to get one of them into the advertising section. That's a good joke of yours about its being an ad. Thought you'd fool me into working it out, I suppose. But there are some things that you can't make an ad of, however you try, and this is one of them:

B. P. S.

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A Confidence-Inspiring Bank Ad. From the Zanesville (O.) Signal.

The Highest Honor.

The State of Ohio raises each year an enormous sum of money by taxation.

To get this money back into the channels of trade and to prevent it remaining idle, the State has designated several banks located at different points as State Depositories.

The highest honor a State can confer upon one of its banks is to designate it as a depository for such funds. This bank is a Depository for the State of Ohio.

Four per cent interest paid on savings.

THE SECURITY TRUST AND SAVINGS CO.,

Cor Fifth and Main Sts.,
Zanesville, Ohio.
Capital \$250,000.

Framed to Spur the Undecided Possible Consumer. From the Washington (N. J.) Star.

The Last Call.

If you desire to enjoy, the present season, the convenience and economy that a first-class Gas Service will give you, you should lose no time in installing a Gas Stove, Water Heater and Light Fixtures while our special introductory offer is in force.

Already nearly 400 homes and business places in Washington have been connected, and more than three-quarters of this number are already using the commodity. Everybody is expressing not only satisfaction, but great delight—especially the housekeeper who has heretofore suffered from the heat of the coal stove or been annoyed with the gasoline stove. Many have expressed their surprise that the cost of using Gas is so small, and the advantages so many.

For a limited time, or so long as we have business enough to keep our gang of men at work, we shall continue to make installations free of charge; that is to say, we will connect your house from the main, supply you with a very superior gas range, having four burners on top and a roasting and baking oven, and one lighting bracket above the range, complete for only \$15.

Already about 100 householders have taken advantage of this extraordinary offer.

We will make the connection and install a hot water heater for \$10. If the heater is installed in connection with the range and light, the price is then \$9.

Present indications are that we shall be compelled to withdraw these offers and leave the installation in the hands of local plumbers which must necessarily increase the cost, for the reason that we are doing the work for nothing and selling the range and heater at about cost, in order to increase the volume of our business to a paying basis the first year.

A postal addressed to the
WASHINGTON GAS CO.

is sufficient. If you fail to secure the great advantages of this introductory offer, the blame will not lie with us.

ON BEING PREPARED

For a long time this country has been so prosperous that it has looked ahead with fear and trembling to the evil days of adversity which, it said, were sure to come. What is the newspaper and periodical publisher doing to prepare himself for a period of depression which may, or may not, be imminent?

"Tight money" has a tendency to restrict advertising; the labor unions have boosted wages skyward; the paper trust has added to the burden by putting an artificial price on paper that is almost unbearable. The outlook for the publisher is a gloomy one, if he is inclined to make it so by "sitting tight" while the storm blows over. But the *wise* publisher will hustle more just now than he has for the last five years. He will utilize every means possible to increase his business this Fall. He will consider it an act of wisdom, for one thing, to use the pages of PRINTERS' INK, which is the paper that is read by the audience he wishes to address.

A couple of weeks ago PRINTERS' INK asked permission to tell publishers of a plan of advertising for the balance of 1907. A dozen papers asked for particulars, and part of them, at least, have adopted the plan. We are ready to tell anybody else who thinks enough of his business to ask us about the plan.

10 SPRUCE STREET, NEW YORK CITY